

AUG. 22-28, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
								TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN						
DAY	TIME	DUR	NET	NO. OF T/C	A V G. AUD. %	S H %	A V G. AUD. 0,000	PERS	WOMEN	18-49																				
	#STNS	CVG%	TYPE					(2+)	18+	49	<3		18-	18-	18-	25-	35-													
								TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING																														
A DIFFERENT WORLD(R)					A	19.2	35	1701	1644	307	263	108	719	303	492	408	294	199	402	207	310	250	154	77	206	112	317	207		
THU 8.30P 30 NBC 8					B	16.7	32	1481	1650	301	258	104	725	324	498	413	283	190	431	219	317	253	163	89	198	119	296	196		
207 97 CS 43					C	22.4	38	1983	1758	336	282	100	802	325	520	447	327	235	455	202	308	265	189	117	204	116	297	194		
ABC NFL PRE-SEASON FTBALL(S)					A	13.2	23	1170	1577	217	166	63	553	184	311	303	254	198	827	314	505	484	367	252	81	24^	116	61		
MON 8.00P 189 ABC																														
212 97 SE																														
CHICAGO VS DALLAS					A	9.9	19	877	1604	218	149	65^	648	175	311	321	310	278	785	266	422	400	342	293	55^	22^	116	45^		
8.00 - 8.30					A	12.3	22	1090	1578	195	142	55^	560	174	287	286	252	223	823	300	472	447	353	287	70	17^	124	59		
8.30 - 9.00					A	14.2	24	1258	1599	207	160	53	529	168	301	293	248	189	816	302	496	486	361	250	76	17^	118	63		
9.00 - 9.30					A	13.6	23	1205	1572	223	175	62	539	177	314	310	257	182	818	316	511	495	367	238	90	27^	124	72		
9.30 - 10.00					A	14.5	25	1285	1576	232	183	70	537	190	323	308	248	176	835	337	533	509	367	232	89	28^	115	61		
10.00 - 10.30					A	14.7	26	1302	1571	224	178	71	534	206	323	304	232	174	848	333	544	517	383	233	86	30^	104	59		
10.30 - 11.00					A	14.4	27	1276	1541	203	160	61	515	194	303	287	223	171	828	319	535	502	388	225	97	25^	103	63		
11.00 - 11.30																														
ABC SUNDAY NIGHT MOVIE(R)					A	6.9	11	611	1590	230	188	80^	597	209	376	354	304	183	761	269	507	495	404	200	110	27^	122	73^		
SUN 9.00P 120 ABC 8					B	10.3	18	917	1610	314	256	73	749	268	467	427	357	232	606	224	397	372	294	167	108	51	147	96		
199 97 FF 26					C	12.9	22	1141	1702	320	260	82	749	270	477	440	362	218	673	256	454	432	336	166	129	56	151	97		
THE RIGHT STUFF, PT.1					A	7.1	12	629	1678	242	197	97^	625	222	397	376	314	184	748	264	475	471	389	215	137	27^	168	105		
9.00 - 9.30					A	6.8	11	602	1613	233	188	87^	611	216	380	359	310	192	778	254	496	508	427	220	104^	19^	120	71^		
9.30 - 10.00					A	6.5	11	576	1573	230	189	71^	572	197	365	351	298	172	787	282	544	523	428	187	110^	36^	105^	56^		
10.00 - 10.30					A	7.1	12	629	1519	220	182	64^	589	202	367	335	298	188	745	282	521	488	381	182	89^	26^	96^	59^		
10.30 - 11.00																														
AFTER MIDNIGHT(S)					A	4.2	8	372	1630	263	223	39^	761	205	392	367	337	315	591	204	336	346	273	175	94^	43^	184	128^		
SAT 9.00P 60 ABC																														
158 88 GD																														
9.00 - 9.30					A	4.2	8	372	1659	263	221	40^	773	210	378	355	324	336	585	190	318	338	271	179	112^	52^	189	128^		
9.30 - 10.00					A	4.1	8	363	1640	270	230	40^	766	205	416	389	358	301	612	224	362	362	282	175^	78^	35^	183	131^		
ALF(R)					A	13.8	26	1223	1666	287	252	77	661	244	442	385	303	192	436	219	334	292	177	73	184	96	384	227		
MON 8.00P 30 NBC 9					B	13.1	26	1163	1716	300	256	90	691	315	478	387	268	180	486	251	382	321	195	75	179	96	359	229		
203 98 CS 45					C	16.8	28	1493	1864	307	260	98	718	311	497	429	295	180	508	247	392	335	216	90	219	106	420	271		
					A	14.9	28	1320	1685	273	201	62	859	244	421	371	359	400	437	140	226	206	187	174	146	96	243	181		
AMEN(R)					B	13.9	29	1228	1606	285	209	74	841	237	423	382	363	371	429	124	221	205	196	175	132	81	204	147		
SAT 9.30P 30 NBC 8					C	16.5	30	1459	1695	311	229	70	860	241	428	401	377	376	467	146	245	228	209	189	150	93	217	153		
195 99 CS 42																														
					A	7.1	15	629	1557	276	207	85^	819	219	398	419	370	347	471	123	261	254	218	195	89^	44^	178	108		
BEAUTY & THE BEAST(R)					B	7.7	17	682	1494	320	240	70	819	235	433	412	376	329	433	113	224	223	211	177	82	46^	162	98		
FRI 8.00P 60 CBS 6					C	11.2	21	990	1648	339	257	75	876	239	465	448	420	348	515	135	272	265	262	208	83	48	174	103		
198 89 A 39					A	6.9	15	611	1568	275	206	82^	824	224	403	422	365	347	462	112	257	250	224	190	89^	41^	193	111		
8.00 - 8.30																														
CONT'D																														

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

18 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS					W O M E N					M E N					T E E N S		CHILDREN		
									18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	TOT.	FEM.	TOT.	TOT.		
#STNS	CVG%	TYPE							(2+)	18+	49	<3	W/CH	18-	18-	25-	35-	35+	18-	18-	25-	35-	35+	12-	12-	2-	6-	
EVENING CONT'D																												
FRANK'S PLACE(R)-CONT'D																												
SAT	8.30P	30	CBS	7	B	5.0	11	442	1486	268	201	71^	750	215	377	356	320	332	551	161	289	296	263	218	68^	31^	117	73^
	183	91	CS	7	C	5.0	11	442	1486	268	201	71^	750	215	377	356	320	332	551	161	289	296	263	218	68^	31^	117	73^
FULL HOUSE(R)																												
FRI	8.30P	30	ABC	9	A	10.4	22	921	1582	246	199	70	707	250	402	338	266	268	398	165	269	249	175	98	133	104	344	236
	200	91	CS	26	B	9.6	21	853	1606	262	206	82	731	255	415	355	292	275	408	163	260	226	168	118	157	97	310	213
					C	10.4	21	919	1647	271	214	92	754	264	428	384	300	283	410	164	259	235	173	121	162	102	322	213
FULL HOUSE-TUE.(R)																												
TUE	8.30P	30	ABC	6	A	13.4	23	1187	1677	318	280	109	713	335	515	424	284	160	467	251	360	287	173	86	218	117	279	188
	212	98	CS	6	B	12.7	24	1127	1642	334	287	107	739	355	520	416	273	181	399	200	294	241	153	84	195	121	309	207
					C	12.7	24	1127	1642	334	287	107	739	355	520	416	273	181	399	200	294	241	153	84	195	121	309	207
FUNNY PEOPLE																												
WED	8.00P	60	NBC	4	A	7.7	14	682	1627	286	233	66^	806	244	469	451	396	272	577	209	351	334	288	169	115	44^	129	99
	198	94	CV	4	B	9.1	17	808	1620	269	229	88	726	260	453	406	316	234	552	227	379	359	258	129	149	66	193	137
	8.00 - 8.30				C	9.1	17	808	1620	269	229	88	726	260	453	406	316	234	552	227	379	359	258	129	149	66	193	137
	8.30 - 9.00				A	7.3	14	647	1592	276	226	65^	806	229	456	450	394	283	573	181	329	318	294	185	99	37^	114	92^
					A	8.1	15	718	1659	295	239	66^	805	258	481	452	398	261	582	234	370	349	282	155	130	50^	142	106
GEORGE STEVENS: FILMMAKER(S)																												
THU	8.00P	120	ABC		A	4.2	8	372	1403	285	185	48^	739	173	330	346	365	326	535	141^	289	311	283	197	34^	18^	96^	56^
197 93 DO																												
	8.00 - 8.30				A	4.4	9	390	1432	293	199	54^	753	183	330	333	367	350	515	159^	269	279	233	197	36^	20^	128^	65^
	8.30 - 9.00				A	4.0	7	354	1368	287	194	45^	746	154^	313	325	385	358	506	136^	267	282	264	195	32^	18^	84^	48^
	9.00 - 9.30				A	4.2	8	372	1423	285	176	47^	710	157^	319	362	399	293	594	142^	329	354	341	212	32^	16^	86^	56^
	9.30 - 10.00				A	4.0	7	354	1457	288	179^	46^	785	207	377	380	408	320	550	133^	306	348	309	195	36^	17^	87^	55^
GOLDEN GIRLS(R)																												
SAT	9.00P	30	NBC	9	A	16.5	32	1462	1668	291	213	56	865	229	413	357	357	417	419	128	204	196	165	180	140	88	244	171
	195	97	CS	49	B	15.9	33	1405	1592	289	212	69	846	229	406	367	354	395	420	121	208	198	183	181	123	77	203	145
					C	19.9	36	1767	1685	308	225	69	878	237	414	388	371	409	462	137	235	223	205	195	134	84	211	146
GROWING PAINS(R)																												
WED	8.00P	30	ABC	9	A	12.6	24	1116	1518	302	257	88	721	279	455	393	283	235	429	195	306	260	166	98	166	83	202	139
	211	99	CS	25	B	12.2	24	1077	1590	298	253	96	715	333	486	392	263	191	422	215	303	251	156	89	176	107	277	188
					C	14.3	26	1270	1644	302	256	99	715	331	491	403	269	186	434	218	316	266	167	90	208	120	287	189
HEAD OF THE CLASS(R)																												
WED	8.30P	30	ABC	8	A	13.5	24	1196	1575	316	276	98	740	306	487	408	293	219	451	201	317	261	179	110	175	102	209	145
	204	98	CS	43	B	12.1	23	1075	1599	315	269	98	702	334	490	396	261	176	432	223	322	267	160	86	180	110	285	192
					C	15.2	25	1348	1689	319	271	105	722	339	500	423	275	181	464	232	345	296	185	90	212	117	291	192
HOGAN FAMILY(R)																												
MON	8.30P	30	NBC	7	A	13.6	24	1205	1609	292	255	86	684	274	481	409	307	175	361	169	271	233	162	70	213	103	351	224
	201	97	CS	10	B	12.3	23	1086	1673	300	259	94	701	322	496	395	278	173	426	216	331	274	170	71	196	112	351	228
					C	12.6	24	1115	1676	300	260	97	701	323	497	395	275	172	427	222	331	269	164	73	197	111	351	233
HOTHOUSE																												
THU	10.00P	60	ABC	7	A	4.4	8	390	1429	281	167	55^	798	252	416	419	395	282	448	151^	286	274	227	137^	89^	49^	94^	63^
	199	94	GD	7	B	5.9	11	524	1489	297	213	65	819	224	416	429	424	318	476	154	269	266	228	172	82	44^	112	73
	10.00 - 10.30				C	5.9	11	524	1489	297	213	65	819	224	416	429	424	318	476	154	269	266	228	172	82	44^	112	73
	CONT'D				A	4.3	8	381	1442	299	171	64^	799	260	412	420	383	285	444	165^	296	291	222	123^	93^	51^	106^	75^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

20 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.					
#STNS	CVG%	TYPE			%	%		(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																												
HOTHOUSE-CONT'D																												
10.30 - 11.00					A	4.6	9	408	1386	258	159	44^	780	238	412	410	397	273	442	135^	270	252	226	148^	83^	47^	80^	52^
HUNTER(R)					A	14.5	28	1285	1648	275	203	63	795	243	411	361	348	351	535	145	275	282	278	213	137	78	180	138
SAT 10.00P 60 NBC 9					B	14.5	31	1284	1613	282	207	73	787	212	396	374	374	341	542	147	275	273	269	222	124	66	159	111
193 98 OP 25					C	14.5	29	1281	1643	290	216	70	798	220	417	391	383	329	541	152	282	275	274	217	138	78	186	115
10.00 - 10.30					A	14.2	27	1258	1648	270	197	60	800	239	408	357	350	359	519	144	267	272	266	203	140	84	189	143
10.30 - 11.00					A	14.8	29	1311	1648	281	209	67	791	246	413	364	345	343	551	146	282	292	290	222	134	72	172	133
IN THE HEAT OF THE NIGHT(R)					A	14.1	24	1249	1533	273	189	41^	807	137	363	383	450	384	559	130	270	279	303	231	93	47^	74	48^
TUE 9.00P 60 NBC 3					B	12.6	22	1119	1576	278	194	54	800	171	388	397	423	344	581	147	302	301	311	231	86	41	109	65
200 97 OP 9					C	15.0	25	1326	1616	272	190	56	817	168	380	398	439	364	619	140	300	304	339	269	84	37	97	59
9.00 - 9.30					A	14.0	24	1240	1524	271	189	43^	810	138	362	379	445	390	551	126	265	273	297	230	90	44^	74	47^
9.30 - 10.00					A	14.3	24	1267	1531	273	188	39^	798	135	361	384	451	376	563	133	273	283	308	230	97	50	73	48^
KATE & ALLIE(R)					A	11.2	19	992	1522	327	258	79	819	296	503	438	362	268	400	136	242	241	192	127	115	78	188	109
MON 9.00P 30 CBS 1					B	11.2	19	992	1522	327	258	79	819	296	503	438	362	268	400	136	242	241	192	127	115	78	188	109
194 92 CS 1					C	11.2	19	992	1522	327	258	79	819	296	503	438	362	268	400	136	242	241	192	127	115	78	188	109
L.A. LAW(R)					A	14.4	27	1276	1529	328	268	102	757	280	491	442	339	233	538	226	365	336	243	138	112	68	122	78
THU 10.00P 60 NBC 6					B	15.1	29	1338	1518	330	266	85	752	288	479	426	336	230	531	229	361	315	227	142	113	60	121	77
211 97 GD 39					C	17.3	30	1533	1552	334	270	99	778	294	503	466	359	226	578	230	386	357	267	156	102	56	95	53
10.00 - 10.30					A	14.7	27	1302	1544	325	269	103	748	275	488	442	335	227	533	233	367	331	236	132	120	70	143	93
10.30 - 11.00					A	14.0	27	1240	1524	333	269	102	771	288	498	445	347	241	547	220	365	342	251	147	105	67	101	63
MACGYVER(R)					A	7.3	12	647	1835	258	207	69^	643	213	394	359	303	193	689	264	473	445	346	165	183	64^	320	202
SUN 8.00P 60 ABC 9					B	6.8	13	601	1755	253	211	61	658	231	412	366	299	209	649	227	427	403	332	178	145	61	303	201
202 98 A 13					C	7.0	14	624	1755	259	215	66	670	233	420	371	310	212	657	236	438	410	335	172	143	59	285	186
8.00 - 8.30					A	6.7	12	594	1838	254	200	65^	655	202	385	356	318	205	688	261	462	437	346	169	166	62^	330	206
8.30 - 9.00					A	7.8	13	691	1855	265	215	73^	641	226	406	365	294	186	699	270	489	458	351	164	201	68^	315	201
MAGNUM, P.I.(R)					A	11.0	19	975	1456	350	271	68	801	276	459	402	359	304	439	161	274	251	192	143	96	33^	120	80
MON 10.00P 60 CBS 6					B	9.8	18	868	1533	305	229	74	777	254	436	412	354	290	535	192	329	302	238	174	93	42	129	88
193 94 PD 6					C	9.8	18	868	1533	305	229	74	777	254	436	412	354	290	535	192	329	302	238	174	93	42	129	88
10.00 - 10.30					A	10.9	18	966	1470	350	273	70	803	284	469	408	366	291	435	162	271	249	191	140	95	35^	137	90
10.30 - 11.00					A	11.0	20	975	1455	354	271	67	806	270	453	399	356	319	446	163	278	255	194	147	98	31^	105	70
MARRIED-WITH CHILDREN I(S,R)					A	2.3	4	204	1589	174^	142^	159^	592	322	418	314	193^	135^	662	394	542	496	253^	54^	107^	4^	229^	138^
SAT 9.00P 30 FOX																												
81 61 CS																												
MARRIED-WITH CHILDREN II(S,R)					A	2.9	6	257	1689	158^	134^	118^	559	283	366	310	164^	148^	669	398	556	482	239^	56^	144^	6^	317	218^
SAT 9.30P 30 FOX																												
81 61 CS																												
MATLOCK(R)					A	13.9	25	1232	1492	251	177	46^	855	121	315	325	404	494	500	93	187	184	231	274	54	31^	83	54
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

22 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C										K E Y AVG. AUD. % SH % AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
												TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN		
												PERS (2+)	WOMEN 18+	49	18-49 W/CH <3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-6
EVENING CONT'D																														
MATLOCK(R)-CONT'D																														
TUE	8.00P	60	NBC	7	B	11.7	22	1033	1556	252	176	55	859	154	337	346	397	461	522	106	212	210	237	271	67	33	108	65		
	206	99	GD	43	C	15.7	26	1393	1613	257	170	49	882	134	322	351	434	491	574	98	220	229	283	311	66	33	90	53		
	8.00 - 8.30				A	13.1	24	1161	1502	249	176	47^	866	122	310	318	399	512	495	86	181	184	229	276	51^	29^	89	58		
	8.30 - 9.00				A	14.6	25	1294	1493	255	179	45^	851	120	322	333	411	480	507	101	194	185	235	274	57	33^	78	51		
MR. BELVEDERE(R)																														
FRI	9.00P	30	ABC	9	A	9.8	20	868	1580	256	214	92	766	243	420	364	313	310	383	163	247	238	170	103	126	93	305	206		
	194	88	CS	24	B	9.9	21	875	1607	261	207	91	743	261	413	349	291	291	414	159	257	229	179	128	155	93	296	204		
					C	10.4	20	917	1652	268	211	93	744	253	419	369	307	288	420	161	258	237	186	131	167	102	321	217		
MOONLIGHTING(R)																														
TUE	9.00P	60	ABC	6	A	9.1	16	806	1551	337	279	98	719	359	510	419	277	159	490	260	375	280	179	101	171	72^	171	105		
	210	98	PD	36	B	9.7	17	855	1575	325	277	113	715	368	524	418	261	148	442	251	347	265	151	77	178	108	240	150		
	9.00 - 9.30				C	15.2	24	1346	1643	362	321	125	761	403	585	485	278	142	475	268	385	319	174	66	200	114	208	133		
	9.30 - 10.00				A	8.9	15	789	1599	348	293	104	736	370	531	438	287	154	493	258	377	278	184	98	185	75^	185	116		
					A	9.2	16	815	1521	329	269	94	711	352	496	404	270	166	491	264	377	285	176	105	159	70^	159	97		
MURDER, SHE WROTE(R)																														
SUN	8.09P	60	CBS	9	A	17.4	29	1542	1605	292	175	35^	883	127	315	337	445	492	610	98	214	241	297	334	38^	20^	74	44		
	204	99	SM	49	B	14.9	29	1316	1532	286	172	33	870	120	293	323	431	504	559	87	190	212	265	321	44	24	60	38		
					C	18.3	30	1626	1590	306	191	38	889	130	322	356	447	495	585	93	216	240	296	320	49	25	66	41		
	8.00 - 8.30				A	16.7	29	1480	1595	288	172	36^	871	124	309	334	444	488	610	99	213	240	294	334	41^	21^	74	46		
	8.30 - 9.00				A	17.6	29	1559	1609	292	173	34^	886	125	313	333	444	496	612	95	213	240	300	337	36^	18^	75	43		
	9.00 - 9.30				A	18.4	30	1630	1608	302	186	36^	896	138	333	354	449	484	601	102	221	244	295	324	36^	21^	74	45		
MY TWO DADS(R)																														
SUN	8.30P	30	NBC	7	A	10.6	18	939	1781	303	281	83	716	345	554	451	280	140	480	225	399	347	226	62^	231	139	354	245		
	195	97	CS	11	B	8.7	17	772	1666	316	275	83	710	310	507	414	294	166	462	229	351	296	191	86	199	115	294	209		
					C	9.0	17	798	1659	312	270	86	717	320	503	406	285	177	470	239	355	292	182	91	202	119	270	195		
NBC MONDAY NIGHT MOVIES(R)																														
MON	9.00P	120	NBC	7	A	11.2	19	992	1566	288	235	75	796	222	430	420	388	304	530	164	311	285	281	182	111	52^	128	77		
	190	94	FF	41	B	14.6	26	1291	1576	314	252	84	812	280	488	435	385	265	490	179	311	285	238	146	131	75	143	88		
					C	15.9	26	1412	1626	322	256	83	830	273	494	453	398	277	509	177	316	296	252	156	140	76	146	91		
DRESS GRAY, PT. 2																														
	9.00 - 9.30				A	10.6	18	939	1606	295	249	89	781	242	453	427	372	277	494	165	294	260	252	170	142	68	188	105		
	9.30 - 10.00				A	11.0	18	975	1571	288	241	81	798	227	433	413	380	311	534	167	313	281	275	186	114	51^	126	73		
	10.00 - 10.30				A	11.6	20	1028	1552	284	229	71	798	217	422	417	389	309	536	163	315	293	288	182	105	49^	113	67		
	10.30 - 11.00				A	11.8	21	1045	1511	279	218	61	793	200	406	415	402	311	542	157	316	299	299	185	87	41^	90	62		
NBC MOVIE OF THE WEEK-WED(R)																														
WED	9.00P	120	NBC	1	A	11.7	21	1037	1532	331	251	72	864	262	481	430	421	315	429	162	236	222	194	160	123	71	116	75		
	200	98	FF	1	B	11.7	21	1037	1532	331	251	72	864	262	481	430	421	315	429	162	236	222	194	160	123	71	116	75		
					C	11.7	21	1037	1532	331	251	72	864	262	481	430	421	315	429	162	236	222	194	160	123	71	116	75		
CONVICTED: A MOTHER'S STORY																														
	9.00 - 9.30				A	9.3	16	824	1537	334	248	72^	893	254	475	429	438	342	435	164	240	231	190	158	95	54^	114	82		
	9.30 - 10.00				A	11.3	19	1001	1515	335	248	66	871	268	477	416	415	326	423	158	226	217	191	161	108	61^	112	69		
	10.00 - 10.30				A	12.9	23	1143	1537	324	246	78	843	262	481	430	415	297	422	162	237	220	195	153	148	87	125	75		
CONT'D																														

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

24 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME DAYTIME DUR NET NO. OF #STNS CVG% TYPE T/C						KEY	HOUSEHOLD AUDIENCES AVG. AUD. % SH % AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
									TOTAL WORKING				LOH 18-49 W/CH	WOMEN					MEN					TEENS		CHILDREN						
									PERS	WOMEN	18-49	18-49		18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	TOT.	FEM.	TOT.	TOT.				
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11				
EVENING CONT'D																																
NBC MOVIE OF THE WEEK-WE-CONT'D 10.30 - 11.00									A	13.3	24	1178	1538	333	260	72	857	263	490	444	419	305	438	163	241	221	198	169	130	75	113	78
NBC SUNDAY NIGHT MOVIE(R) SUN 9.00P 120 NBC 9									A	16.5	27	1462	1785	276	229	79	667	274	466	394	300	168	665	292	497	436	315	133	206	100	247	179
195 99 FF 44									B	13.0	24	1150	1698	294	235	76	715	256	456	414	342	212	661	253	456	420	328	163	146	67	176	125
POLICE ACADEMY 2: 1ST ASSIGNMT 9.00 - 9.30									C	15.7	26	1395	1718	325	262	84	778	287	494	444	359	233	633	255	431	391	296	160	158	81	149	99
9.30 - 10.00									A	15.6	25	1382	1784	286	235	82	671	277	474	400	304	166	613	262	456	409	296	126	218	108	281	199
10.00 - 10.30									A	17.2	28	1524	1822	288	234	75	673	273	465	395	304	173	673	299	502	443	317	135	205	99	271	202
10.30 - 11.00									A	17.4	28	1542	1790	274	228	80	666	274	461	388	295	170	688	299	512	449	327	139	203	99	234	172
									A	15.9	27	1409	1729	254	216	80	653	269	461	390	296	162	676	303	511	436	314	131	198	95	202	143
NEW HART(R) MON 8.00P 30 CBS 3									A	8.5	16	753	1452	326	249	81^	827	266	427	362	327	353	432	102	227	253	231	157	64^	33^	130	74^
201 95 CS 3									B	8.1	15	718	1447	307	240	75	808	252	413	369	322	356	471	129	248	241	217	192	62	31^	107	64
									C	8.1	15	718	1447	307	240	75	808	252	413	369	322	356	471	129	248	241	217	192	62	31^	107	64
NFL PRE-SEASON FTBL-NBC-FR(S) FRI 9.00P 192 NBC									A	7.1	15	629	1439	186	131	35^	498	137	247	249	243	213	783	264	462	435	357	269	75^	18^	83^	55^
204 96 SE																																
NEW YORK GIANTS VS CLEVELAND 9.00 - 9.30									A	5.8	12	514	1471	197	139	28^	563	129	256	280	268	257	725	203	384	410	367	264	80^	28^	102^	65^
9.30 - 10.00									A	6.9	14	611	1465	176	119	28^	523	122	240	249	258	242	796	229	433	436	390	293	62^	8^	84^	50^
10.00 - 10.30									A	7.6	15	673	1471	181	122	35^	482	120	229	239	243	215	832	270	470	453	387	288	72^	19^	85^	60^
10.30 - 11.00									A	7.6	15	673	1479	191	132	30^	483	125	235	239	238	213	835	281	497	456	374	290	77^	22^	84^	53^
11.00 - 11.30									A	7.8	17	691	1439	193	150	41^	471	165	259	243	217	183	787	295	506	451	343	252	92	20^	88^	64^
11.30 - 12.00									A	7.0	17	620	1390	179	127	44^	487	155	260	254	238	187	756	288	481	430	319	241	74^	14^	72^	49^
12.00 - 12.30									A	6.4	17	567	1326	189	132	38^	520	160	275	263	269	198	699	279	433	370	281	233	61^	21^	46^	30^
NIGHT COURT(R) THU 9.30P 30 NBC 6									A	18.2	32	1613	1606	305	262	103	706	309	497	428	284	182	534	268	390	336	207	112	165	85	201	131
206 97 CS 14									B	17.3	31	1528	1603	319	272	109	717	323	504	428	289	177	527	252	391	336	216	107	167	88	192	127
									C	18.2	32	1614	1592	321	273	109	729	322	506	440	297	184	523	244	379	332	218	114	160	86	179	116
PERFECT STRANGERS(R) FRI 8.00P 30 ABC 9									A	9.3	21	824	1551	226	186	71^	694	229	386	331	280	271	412	169	258	240	173	125	138	93	308	214
206 93 CS 26									B	8.9	20	791	1571	264	202	74	752	237	401	350	315	306	436	162	257	234	187	142	139	81	244	168
									C	9.9	21	876	1608	270	208	85	771	249	411	377	316	311	440	164	261	242	197	143	135	81	262	170
PRESIDENTIAL PORTRAIT MON 9.57P 1 CBS 21									A	9.2	16	818	1567	299	240	85	769	263	433	402	340	283	423	141	248	236	197	146	102	52	274	161
201 96 DO 115									B	9.6	17	846	1554	289	218	76	792	239	416	396	360	318	488	161	272	266	222	176	99	54	176	112
TUE 9.55P 1									C	12.2	20	1083	1573	308	232	73	818	237	430	414	382	329	538	174	303	291	258	196	94	46	123	76
THU 9.50P 1																																
RAGS TO RICHES(R) SUN 7.00P 60 NBC 8									A	7.1	14	629	1685	245	198	77^	662	240	437	356	288	201	444	199	335	294	205	88^	219	148	360	275
CONT'D									B	5.9	13	525	1649	260	206	71	686	233	428	365	308	223	447	179	306	276	215	109	209	140	308	230

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

28 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
									PERS (2+)	WOMEN 18+	18-49 W/CH <3	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOT. 17	FEM. 17	TOT. 11	TOT. 6-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
DAY	TIME	DUR	NET	NO. OF T/C																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

30 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									WORKING WOMEN		W O M E N					M E N					T E E N S			C H I L D R E N					
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	18- 18+	49	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	12- 17	12- 17	TOT. 14	TOT. 5	MALE 6	FEM. 11		
EARLY EVENING NEWS																													
ABC WORLD NEWS TONIGHT					A	9.3	20	820	200	140	757	151	289	302	331	402	567	116	249	264	288	268	27^	20^	24^	30^	28^	25^	
MON-FRI 6.30P 30 ABC					B	8.7	19	774	225	160	769	146	290	312	348	412	559	126	241	254	263	269	25^	21^	21^	27^	18^	19^	
211 98 N 238					C	10.2	20	900	227	161	773	147	303	320	366	411	561	125	248	266	269	263	25^	26^	23^	34	20^	20^	
ABC WRLD NEWS TONIGHT-SAT					A	4.7	12	416	203	134^	713	108^	262	276	299	396	598	103^	244	266	289	297	82^	24^	44^	20^	36^	35^	
SAT 6.30P 30 ABC					B	5.0	13	442	194	124	704	99	230	249	305	418	620	133	248	269	298	315	32^	22^	26^	20^	24^	29^	
184 94 N 37					C	6.4	14	564	207	133	729	112	244	264	326	429	624	139	262	287	303	295	30^	25^	26^	32^	25^	23^	
ABC WRLD NEWS TONIGHT-SUN					A	6.1	14	540	215	153	716	97^	224	249	327	433	650	118	299	326	363	293	16^	28^	19^	18^	24^	25^	
SUN 6.30P 30 ABC					B	5.3	13	467	197	136	706	120	246	268	318	398	662	145	293	314	323	302	24^	27^	26^	26^	27^	29^	
168 89 N 44					C	6.1	13	538	222	157	740	141	279	290	336	405	638	150	293	307	313	286	35^	30^	33^	33^	29^	30^	
CBS EVENING NEWS-RATHER					A	9.0	19	799	211	135	756	131	275	286	319	431	562	85	205	219	254	318	18^	17^	17^	41^	14^	18^	
MON-FRI 6.30P 30 CBS					B	9.0	20	797	219	145	755	139	283	288	324	424	569	106	229	235	268	301	21^	21^	21^	37	18^	22^	
210 99 N 244					C	10.6	21	939	220	138	759	127	268	287	330	436	585	101	223	231	277	323	25^	20^	22^	33	20^	21^	
CBS SAT. NEWS-SCHIEFFER					A	5.7	14	505	190	119^	720	78^	194	228	312	478	638	107^	195	197	279	394	19^	19^	10^	23^	15^	10^	
SAT 6.30P 30 CBS					B	5.0	13	446	177	112	715	96	209	223	288	466	659	109	219	240	290	392	19^	15^	18^	28^	19^	13^	
157 86 N 43					C	6.1	14	538	190	116	719	105	213	234	286	455	642	127	243	249	282	357	24^	18^	22^	30^	21^	15^	
NBC NIGHTLY NEWS					A	8.6	18	758	204	128	774	135	265	291	337	448	570	132	240	250	253	283	28^	19^	23^	28^	18^	17^	

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL				WORKING WOMEN				W O M E N						M E N					
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	18- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17		
LATE FRINGE																												
ABC NEWS:NIGHTLINE					A	4.9	15	430	1377	240	171	177	65^	728	195	340	323	366	330	59^	555	143	293	283	333	310	33^	16v
TUE 11.30P 38 ABC 31					B	4.8	14	425	1374	239	168	174	73	698	181	323	306	363	321	65	561	167	304	282	332	307	30^	23^
208 98 N 186					C	5.3	16	473	1390	251	180	187	68	713	183	352	334	392	353	64	573	180	322	298	354	328	25^	22^
WED-FRI 11.30P 30					A	4.9	15	430	1384	241	172	178	67^	734	198	343	325	369	333	61^	554	144	292	283	332	308	34^	17v
11.30 - 12.00					A	4.6	17	408	1366	238	167	172	47^	694	163	322	312	344	313	29v	618	136^	327	313	370	361	6v	6v
12.00 - 12.30					A	4.9	15	430	1384	241	172	178	67^	734	198	343	325	369	333	61^	554	144	292	283	332	308	34^	17v
ABC NEWS:NIGHTLINE-MON.					A	3.8	15	337	1313	199	141^	112^	85^	626	153^	285	277	336	266	64^	615	194	387	356	402	372	13v	7v
MON 11.52P 30 ABC 5					B	4.4	15	386	1400	224	164	158	74^	660	170	314	300	350	307	99	607	202	364	322	368	340	43^	27^
209 98 N 9					C	3.9	14	348	1394	214	157	154	73^	640	163	310	290	336	296	93	622	210	372	336	386	352	37^	24^
11.30 - 12.00					A	4.8	17	425	1339	197	147^	125^	65^	619	152	281	273	331	280	79^	634	204	401	360	404	373	22v	6v
12.00 - 12.30					A	3.4	14	301	1314	202^	139^	107^	96^	637	155^	290	282	342	262	57^	611	191^	384	358	405	375	9v	8v
ABC WEEKEND REPORT-SAT.					A	2.2	6	195	1387	305^	221^	230^	120^	702	285^	426	426	499	415	50v	546	196^	339	316^	361	334	<<	53v
SAT 11.30P 15 ABC 9					B	1.7	6	153	1362	285	195	206	81^	663	221	357	341	409	355	75^	557	210	355	335	384	338	23v	33v
137 75 N 48					C	2.0	6	174	1412	301	220	225	80^	707	202	385	363	428	385	76^	549	197	336	313	376	337	22v	42^
ABC WEEKEND REPORT-SUN.					A	1.9	9	168	1320	219^	194^	176^	76v	667	187^	399	380	431	389	165^	475	255^	356^	331^	364^	254^	31v	30v
SUN 11.30P 15 ABC 9					B	2.0	9	174	1393	248	191	193	97^	671	245	414	394	456	403	78^	570	233	405	379	413	369	16v	37v
143 80 N 48					C	2.1	9	188	1375	256	202	207	71^	659	202	377	364	426	384	74^	583	219	390	367	427	394	32v	29v
CBS LATE NIGHT I					A	3.5	13	309	1448	312	247	237	116	726	259	437	399	454	402	133	532	222	344	313	349	283	61^	44^
MON&TUE 11.30P 66 CBS 45					B	3.4	13	300	1435	306	231	238	96	714	223	413	385	450	408	107	538	215	347	320	363	310	49^	43^
162 81 FF 212					C	3.6	14	319	1383	283	216	221	84	727	217	405	379	433	393	84	522	191	329	308	354	311	34^	31^
WED 11.30P 77					A	3.5	11	310	1489	317	249	237	130	764	279	471	439	493	425	135	512	232	338	301	336	275	54^	53^
THU 12.00M 75					A	3.6	13	319	1439	310	246	235	116	725	255	428	388	445	398	128	525	211	335	310	345	279	62^	46^
FRI 12.00M 68					A	3.3	14	296	1429	306	245	233	110^	698	252	424	383	433	387	140	545	224	357	325	360	291	69^	38^
11.30 - 12.00					A	3.4	17	302	1408	320	254	257	83^	673	235	411	368	425	395	131^	595	242	374	339	384	308	57^	22v
12.00 - 12.30					A	2.5	14	224	1352	319	264	250	120^	694	260	450	408	460	412	110^	488	180	318	280	311	264	52^	47^
12.30 - 1.00					B	2.3	13	208	1365	293	224	229	93^	672	223	406	378	438	401	115^	526	221	353	320	365	309	48^	44^
1.00 - 1.30					C	2.4	14	211	1336	292	225	225	91^	697	231	418	390	439	398	91^	508	207	349	324	371	321	31^	34^
CBS LATE NIGHT II					A	2.7	13	239	1367	325	271	251	120^	708	271	459	418	471	421	117^	491	178	314	281	309	257	53^	43^
MON 12.36A 46					A	2.4	14	214	1335	313	257	248	121^	682	251	441	400	450	404	103^	483	180	320	279	310	270	50^	50^
TUE 12.47A 37					A	2.6	18	230	1342	297	231^	273^	84^	653	207^	420	368	430	418	138^	545	232^	342	282	341	286	56v	32v
WED 12.45A 48																												
THU 12.38A 51																												
FRI 12.30 - 1.00																												
1.00 - 1.30																												
1.30 - 2.00																												

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

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34 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING WOMEN				W O M E N					M E N					T E E N S					
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0.000	PERS	18- 49	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17				
#STNS	CVG%	TYPE						(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17	
LATE FRINGE CONT'D																												
CBS NEWS NIGHTWATCH-1					A	0.8	8	71	1148	310^	223^	211^	86v	640	211^	374^	358^	422^	373^	98v	435^	167^	265^	237^	263^	217^	25v	28v
M-THSU 2.00A 30 CBS 38					B	0.8	8	72	1165	246^	174^	184^	62v	623	197^	345^	330^	379	344^	79v	442	173^	294^	272^	292^	256^	31v	22v
44 51 N 218					C	0.9	9	77	1225	274^	198^	211^	62v	677	215^	377	355	406	377	68v	456	171^	300^	279^	331	296^	21v	19v
CBS NEWS NIGHTWATCH-2					A	0.8	9	67	1192	325^	229^	243^	74v	684	238^	399^	398^	470^	426^	90v	421^	173^	257^	214^	239^	218^	33v	44v
M-THSU 2.30A 30 CBS 42					B	0.8	10	74	1242	272^	173^	199^	76v	643	210^	357	329^	383	356	103v	478	194^	320^	296^	335^	277^	38v	36v
61 62 N 235					C	0.9	11	78	1206	294^	195^	210^	63v	666	212^	369	345	397	370	71v	446	169^	287^	270^	325^	286^	23v	22v
CBS NEWS NIGHTWATCH-3					A	0.6	11	55	1095	320^	214^	218^	74v	666	227^	399^	390^	436^	404^	34v	343^	117v	217^	211^	247^	244^	31v	45v
M-THSU 3.00A 180 CBS 45					B	0.7	12	61	1131	269^	164^	184^	61v	618	182^	333^	315^	355^	331^	70v	402^	167^	250^	231^	272^	238^	30v	50v
77 74 N 243					C	0.8	14	72	1119	285^	172^	192^	56v	670	178^	320^	301^	365	337^	54v	367	142^	224^	214^	256^	220^	16v	19v
3.00 - 3.30					A	0.7	10	64	1092	302^	224^	235^	67v	658	214^	388^	383^	430^	398^	50v	333^	101v	177^	166^	202^	198^	44v	46v
3.30 - 4.00					A	0.7	11	60	1132	309^	224^	241^	69v	682	235^	418^	418^	466^	434^	42v	334^	118v	190^	190^	235^	235^	51v	56v
4.00 - 4.30					A	0.6	12	55	1141	338^	230^	226^	90v	704	256^	415^	404^	452^	410^	25v	344^	137v	232^	226^	263^	263^	29v	54v
4.30 - 5.00					A	0.6	12	53	1106	331^	202^	208^	82v	668	236^	398^	386^	436^	403^	37v	354^	144v	239^	222^	260^	258^	29v	46v
5.00 - 5.30					A	0.6	12	53	1088	327^	202^	207^	63v	671	231^	407^	396^	444^	420^	35v	355^	112v	235^	235^	266^	252^	20v	32v
5.30 - 6.00					A	0.5	9	41	1075	344^	208v	198v	78v	653^	196v	390^	374^	407^	380^	<<	374^	92v	267^	267^	297^	294^	<<	36v
CBS SUNDAY NEWS					A	3.0	6	266	1333	324	197^	208^	111^	742	146^	338	284	350	303	53v	494	121^	268	255	299	271	35v	10v
SUN 11.00P 15 CBS 9					B	3.0	7	270	1426	257	167	178	61^	758	135	315	269	332	332	55v	555	127	268	261	281	281	46^	18v
122 64 N 49					C	3.2	7	282	1465	281	197	203	55^	800	159	368	352	401	369	55v	568	135	286	273	318	292	30^	16v
DAVID LETTERMAN I					A	3.7	17	326	1303	232	204	195	90^	553	223	380	352	379	338	179	547	300	422	393	418	326	102^	44^
MON-THU 12.30A 30 NBC 44					B	3.8	18	338	1327	226	197	175	113	555	238	388	351	377	330	205	524	308	411	364	387	296	113	57^
206 99 GV 238					C	3.9	19	345	1366	268	228	202	118	639	272	437	396	430	374	171	569	322	446	395	424	339	60^	41^
FRI 12.42A 30					A	3.7	17	326	1301	229	202	192	89^	550	222	381	354	381	339	182	547	302	422	393	416	321	105	44^
1.00 - 1.30					A	3.7	16	328	1306	258	230	229	100^	577	225	364	325	355	319	134^	548	275	414	387	442	381	68^	48v
DAVID LETTERMAN II					A	2.9	17	257	1273	207	190	179	89^	509	217	352	324	342	306	188	553	315	430	396	425	334	113^	51^
MON-THU 1.00A 30 NBC 44					B	3.1	18	276	1318	218	196	169	121	538	248	392	350	373	325	226	523	334	424	369	388	283	117	62^
206 99 GV 238					C	3.2	19	283	1351	265	230	198	124	620	283	441	398	427	367	188	575	354	466	410	438	341	60^	41^
FRI 1.12A 30					A	2.9	17	259	1276	207	190	179	87^	510	217	354	327	345	311	193	553	316	429	394	424	330	116^	52^
1.30 - 2.00					A	2.7	14	239	1209	202^	178^	173^	104^	481	215^	314	285	291	248^	128^	535	301	433	402	430	375	69v	33v
FRIDAY NIGHT VIDEOS					A	1.7	11	151	1436	191^	188^	171^	201^	573	339^	437	357^	360^	279^	233^	673	447	561	475	508	394^	62v	43v
FRI 1.42A 60 NBC 9					B	2.2	15	198	1304	187	172	135^	144	500	263	380	346	363	295	231	494	342	428	362	373	275	112^	81^
177 96 PC 48					C	2.6	17	227	1397	253	228	187	165	582	320	455	403	427	347	231	564	397	485	405	427	332	103^	64^
1.30 - 2.00					A	2.1	12	186	1368	216^	208^	192^	196^	591	318^	432	357	384	281^	189^	573	370	475	425	458	359	78v	39v
2.00 - 2.30					A	1.6	11	142	1448	172^	172^	156^	190^	533	330^	413^	340^	340^	262^	270^	739	508	625	509	544	416^	49v	41v
2.30 - 3.00					A	1.5	12	133	1401	170^	170^	152^	219^	585	371^	470^	367^	367^	292^	202^	639	399^	513	439^	464^	371^	58v	51v
G MICHAELS SPORTS MACHINE CONT'D					A	2.1	6	186	1360	172^	150^	154^	66v	524	170^	353	344	354	298^	168^	785	383	587	520	582	482	25v	<<

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

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36 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING WOMEN				W O M E N						M E N						T E E N S																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
								PERS (2+)	18+ 18-		49 25-	54 49	15- 24	TOTAL	34 34	49 49	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	34 34	49 49	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17	MALE	FEM.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

38 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C					KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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									18-49	WOMEN	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

AUG. 22-28, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																													
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	LOH WORKING			WOMEN										MEN		TEENS			CHILDREN												
									18-49	WOMEN		18-49					15-17					18-24					25-34					TOTAL		MALE		FEM.		TOTAL	
									W/CH	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	12-	12-	15-	2-	2-	2-	6-											
*STNS	CVG%	TYPE	T/C	%	%	0,000	<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11													
MONDAY-FRIDAY DAYTIME																																							
ALL MY CHILDREN						A	6.9	23	613	119	201	180	195	807	365	558	421	455	317	215	258	61	45^	95	78	67	102	62	107										
MON-FRI 1.00P 60 ABC 45						B	6.7	22	598	122	222	198	187	796	372	567	437	470	316	197	262	58	34^	104	72	68	97	60	105										
218 99 DD 238						C	7.3	24	645	142	237	209	156	842	383	581	455	501	340	215	263	68	18^	53	40	56	64	69	51										
1.00 - 1.30						A	6.5	21	579	117	198	177	200	806	358	556	417	449	324	218	252	57^	45^	98	81	68	102	68	101										
1.30 - 2.00						A	7.3	24	643	122	205	184	191	813	373	562	426	464	312	214	264	64	45^	94	76	67	103	57	112										
AMERICAN TREASURY						A	4.5	15	396	85^	184	143	172	829	244	390	261	313	350	398	298	132	29^	68^	48^	57^	58^	39^	76^										
M-WF 3.58P 1 CBS 26						B	4.5	15	399	88	217	164	158	855	254	433	315	366	367	371	253	110	38^	66	52^	59^	69	52^	75										
195 92 DO 141						C	4.6	15	409	91	197	144	135	873	235	424	326	377	373	398	273	125	28^	58^	50^	41^	53^	41^	53^										
ANOTHER WORLD						A	5.4	18	475	81	162	139	208	783	264	444	321	371	315	289	204	78	52^	145	123	49^	59^	45^	63^										
MON-FRI 2.00P 60 NBC 43						B	5.3	17	465	80	165	143	212	761	249	431	317	370	332	276	213	76	55^	184	130	63	71	54^	80										
202 98 DO 233						C	5.0	17	447	82	186	162	168	841	268	456	336	395	360	327	255	99	31^	92	66	38^	53^	49^	43^										
2.00 - 2.30						A	5.5	18	484	84	158	133	203	775	265	437	316	362	306	293	216	82	55^	144	122	51^	64^	45^	70										
2.30 - 3.00						A	5.2	18	464	77	167	145	214	793	264	453	328	381	325	287	191	75	49^	146	125	47^	55^	45^	57^										
AS THE WORLD TURNS						A	6.1	20	537	86	167	127	156	881	256	393	267	316	336	439	247	116	24^	56^	37^	52^	76	45^	82										
MON-FRI 2.00P 60 CBS 45						B	6.6	22	582	97	176	133	155	861	249	412	296	345	348	400	246	108	37^	80	51	55	73	51	77										
208 99 DO 240						C	6.5	22	580	96	169	125	121	898	232	415	316	370	372	429	265	120	23^	41^	34^	41^	52	48	45										
2.00 - 2.30						A	6.0	20	532	89	166	129	156	878	260	395	269	316	328	437	247	118	23^	56^	38^	55^	74	49^	80										
2.30 - 3.00						A	6.2	21	546	82	167	125	154	878	250	389	263	313	341	439	246	113	25^	56^	37^	49^	77	42^	84										
BOLD AND THE BEAUTIFUL						A	5.1	17	450	92	175	138	132	880	253	376	276	326	309	454	251	121	35^	49^	44^	58^	76	59^	75										
MON-FRI 1.30P 30 CBS 45						B	5.5	18	484	89	177	139	120	852	229	390	299	347	347	413	257	115	40^	59	43^	60	75	54	80										
196 93 DD 238						C	5.3	18	471	93	180	137	105	881	225	405	315	365	374	426	282	120	23^	30^	25^	47^	56	54^	49^										
CLASSIC CONCENTRATION						A	4.0	17	353	58^	97	64^	59^	736	132	247	225	285	282	429	310	143	43^	69^	57^	89^	114	57^	146										
MON-FRI 10.30A 30 NBC 44						B	4.0	17	352	67^	100	70^	72^	708	135	252	211	271	286	396	267	126	60^	70^	55^	99	105	66^	138										
145 79 QG 235						C	3.6	16	320	80	132	97	76^	779	167	317	259	325	326	396	311	142	32^	39^	32^	62^	75^	70^	68^										
DAYS OF OUR LIVES						A	7.4	24	656	87	133	112	223	733	276	431	294	328	273	269	233	95	63	169	127	64	76	56	84										
MON-FRI 1.00P 60 NBC 44						B	7.7	25	683	87	151	131	241	716	260	424	288	329	292	251	229	87	60	201	141	68	87	57	98										
204 99 DD 237						C	7.0	23	623	90	177	152	195	820	283	470	337	394	345	293	257	98	36^	111	84	43	59	52	50										
1.00 - 1.30						A	7.2	23	634	84	129	109	212	725	270	418	285	316	267	276	243	98	63	156	116	67	74	60	81										
1.30 - 2.00						A	7.7	25	686	89	135	114	231	731	279	437	300	335	275	258	222	91	62	179	135	60	78	52	87										
FAMILY FEUD						A	3.2	14	280	70^	133	106^	115^	595	162	286	216	271	293	254	297	129	53^	91^	73^	129	73^	74^	128										
MON-FRI 10.00A 30 CBS 40						B	3.2	14	283	72^	161	131	117	610	175	326	251	301	312	233	280	103	65^	101	75^	122	98	61^	159										
173 84 QP 40						C	3.2	14	283	72^	161	131	117	610	175	326	251	301	312	233	280	103	65^	101	75^	122	98	61^	159										
GENERAL HOSPITAL						A	7.4	25	652	102	193	162	171	823	330	500	391	456	330	258	263	93	40^	95	79	46^	78	41^	83										
MON-FRI 3.00P 60 ABC 45						B	7.2	24	640	108	208	170	161	822	334	498	387	445	330	266	245	86	27^	89	62	47	77	45	78										
216 99 DD 238						C	7.7	26	682	121	228	190	162	857	355	530	409	461	337	274	233	86	24^	72	51	43	58	53	49										
3.00 - 3.30						A	7.3	25	649	103	187	160	174	816	331	497	385	448	323	256	264	92	41^	97	80	45^	81	43^	83										
3.30 - 4.00						A	7.4	24	659	100	196	164	167	826	327	502	394	461	335	258	261	93	40^	93	78	47^	74	39^	82										

42 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH WORKING			WOMEN							MEN		TEENS			CHILDREN				
DAY	TIME	DUR	NET	NO. OF	AVG. AUD. %	SH %	AVG. AUD. 0,000	18-49 W/CH	WOMEN 18+	15-24	18-49	15-24	18-49	18-49	25-34	25-34	35+	TOTAL	55+	MALE 12-	FEM. 12-	TOT. 15-	MALE 2-	FEM. 2-	TOT. 5	TOT. 11		
MONDAY-FRIDAY DAYTIME CONT'D																												
GROWING PAINS M-F					A	3.6	15	315	105^	141	126	170	454	251	343	253	273	152	91^	198	43^	121	161	119	155	243	130	268
MON-FRI 11.00A					B	3.8	16	341	93	161	141	183	497	243	368	267	292	195	103	211	40^	120	193	133	140	197	105	232
149 78 CS 35					C	3.8	16	341	93	161	141	183	497	243	368	267	292	195	103	211	40^	120	193	133	140	197	105	232
GUIDING LIGHT					A	5.2	17	459	84	202	155	173	901	274	416	275	316	357	445	247	121	30^	68^	40^	39^	66^	32^	74
MON-FRI 3.00P					B	5.8	19	512	90	202	151	160	869	251	424	307	353	373	400	240	112	38^	84	56	48^	70	45^	74
207 99 DD 237					C	6.0	20	530	93	194	144	131	891	237	428	330	378	384	416	256	118	22^	55	44^	37^	54	44^	47^
3.00 - 3.30					A	5.2	18	462	87	194	148	176	896	276	413	267	308	354	442	243	116	29^	65^	37^	43^	69^	36^	77
3.30 - 4.00					A	5.2	17	461	81	207	160	168	896	269	414	281	320	356	443	249	126	31^	70^	42^	35^	62^	28^	70^
HOME					A	2.6	10	229	96^	167	141^	113^	680	257	418	336	366	298	231	218	69^	45^	66^	57^	71^	156	93^	133^
MON-FRI 11.30A					B	2.7	10	240	94^	220	183	134	714	271	445	352	396	323	226	263	66^	48^	90^	62^	83^	118	71^	130
175 89 IA 160					C	2.6	11	231	132	237	200	110^	769	303	502	415	458	352	224	255	63^	28^	49^	36^	61^	76^	70^	67^
LOVING					A	3.5	12	312	108	213	192	182	765	314	468	345	377	297	266	222	63^	39^	83^	79^	49^	102^	73^	78^
MON-FRI 12.30P					B	3.5	12	313	116	225	194	147	773	337	490	390	419	297	254	242	70^	33^	89	63^	58^	91	55^	94
172 88 DD 237					C	4.0	14	352	138	239	216	140	822	377	555	440	477	319	230	240	61^	20^	48^	36^	63^	60^	71^	53^
NEW CARD SHARKS					A	3.3	14	291	69^	127	100^	76^	621	154	286	239	298	307	275	288	177	45^	89^	49^	133	89^	79^	144
MON-FRI 10.30A					B	3.3	14	295	79^	152	119	85^	624	164	304	246	299	324	268	338	165	48^	72^	47^	102	100	55^	146
162 80 GP 240					C	3.1	13	273	77^	135	100	63^	687	174	312	261	314	331	321	403	223	30^	35^	24^	77^	77^	74^	80^
NEWSBREAK-11.57					A	4.6	18	408	57^	134	114	106	728	197	314	230	269	267	375	332	205	38^	59^	39^	72^	77^	53^	96
MON-FRI 11.57A					B	5.0	19	439	56^	143	113	102	703	168	300	227	274	297	356	348	190	48^	70	47^	90	89	47^	131
173 81 N 239					C	5.0	20	446	64	156	118	78	739	176	315	250	298	303	377	399	206	26^	34^	25^	61	67	63	65
NEWSBREAK-3.44					A	4.4	15	393	87	215	173	182	902	283	426	284	323	345	436	262	140	33^	79^	46^	36^	52^	30^	58^
MON 3.44P					B	4.9	16	432	90	210	159	162	888	260	433	314	359	375	410	248	123	40^	82	57^	48^	67	41^	74
191 92 N 236					C	5.1	17	453	94	198	151	128	892	238	416	320	365	375	431	257	121	23^	57	43^	38^	56^	43^	51^
TUE&THU 3.41P																												
WED 3.39P																												
FRI 3.46P																												
ONE LIFE TO LIVE					A	7.3	25	647	122	174	151	197	808	350	519	389	441	314	237	253	76	50^	111	90	61	93	52^	102
MON-FRI 2.00P					B	7.0	23	619	129	191	162	186	811	357	535	407	453	325	229	240	77	38^	103	74	63	98	60	101
215 99 DD 236					C	7.4	25	651	143	216	186	160	857	373	564	435	486	349	242	230	82	20^	57	41	50	65	66	50
2.00 - 2.30					A	7.2	24	638	122	174	151	196	802	349	518	386	437	310	234	253	73	50^	112	89	65	97	54	107
2.30 - 3.00					A	7.4	25	657	121	173	152	197	811	350	520	392	443	316	240	252	78	50^	110	91	58	88	49^	97
PRICE IS RIGHT 1					A	5.1	21	448	72^	131	103	83	663	170	283	221	263	259	338	327	178	38^	60^	41^	100	89	77	112
MON-FRI 11.00A					B	5.3	22	473	61	129	97	91	633	148	263	199	239	266	331	349	169	51^	71	45^	113	108	66	155
209 99 AP 239					C	5.1	22	451	65	135	95	76	700	162	288	225	264	291	373	412	214	29^	34^	25^	79	78	74	83
PRICE IS RIGHT 2					A	6.4	26	569	64	128	106	93	681	178	285	209	247	245	358	347	193	48^	55^	41^	94	98	72	119
MON-FRI 11.30A					B	6.9	27	616	58	125	95	93	652	152	265	198	238	259	348	357	182	54	69	45	106	105	61	150
209 99 AP 241					C	6.5	27	580	60	139	100	76	714	164	288	225	266	283	385	417	220	29^	34^	25^	74	74	71	77

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME DAY TIME DUR NET NO #STNS CVG% TYPE T/C					KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
						AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N							
									18-49	WOMEN		15-	18-	18-	25-	25-	35-	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.					
								W/CH	18-		24	TOTAL	34	49	49	54	64	55+			12-	12-	15-	2-	2-	2-	6-				
								<3	18+	49											17	17	17	11	11	5	11				
MONDAY-FRIDAY DAYTIME CONT'D																															
RYAN'S HOPE								A	2.3	9	207	130^	166	153^	175	717	344	451	330	370	247	226	241	78^	36v	85^	69^	81^	182	135^	128^
MON-FRI 12.00N								B	2.3	8	203	112^	200	180	159	757	363	506	398	435	279	215	265	73^	33^	90^	65^	85^	135	97^	124^
158 80 ABC DD 238								C	2.7	10	235	139	236	214	134	813	391	567	464	503	312	207	263	56^	22v	57^	40^	78^	74^	87^	64^
SALE OF THE CENTURY								A	3.3	14	291	48^	107^	66^	58^	786	137	239	208	272	287	483	328	156	25v	43^	38^	79^	68^	51^	96^
MON-FRI 10.00A								B	3.2	14	283	60^	121	78^	59^	762	128	237	199	267	291	458	319	154	35^	44^	35^	78^	71^	53^	96
148 81 NBC QG 235								C	3.1	14	276	63^	137	100	52^	778	141	290	251	307	310	432	374	185	21v	29^	22v	54^	54^	57^	52^
SANTA BARBARA								A	4.7	16	418	71^	165	141	198	799	261	439	323	374	332	309	201	70^	42^	135	109	49^	66^	53^	61^
MON-FRI 3.00P								B	4.5	15	400	76	151	133	203	759	233	423	314	361	343	289	215	74	52^	168	127	55^	59^	50^	65
197 97 NBC DD 233								C	4.6	16	411	86	169	143	183	808	248	443	326	389	373	301	256	95	33^	120	85	39^	53^	49^	43^
3.00 - 3.30								A	4.7	16	418	72^	165	142	205	800	263	450	329	381	339	298	195	68^	42^	136	112	50^	69^	55^	64^
3.30 - 4.00								A	4.7	16	418	71^	165	140	191	797	259	429	318	366	325	319	207	71^	43^	133	105	47^	62^	52^	57^
SCRABBLE								A	4.6	16	404	49^	110	70^	77^	688	143	262	224	261	272	389	328	155	65^	91	73^	91	72^	48^	115
MON-FRI 12.30P								B	4.4	15	392	51^	124	94	101	680	132	272	223	268	297	364	320	149	77	105	86	82	82	55^	109
162 83 NBC QG 249								C	4.1	15	361	57^	132	99	79	773	143	296	242	296	323	423	341	174	35^	47^	43^	51^	58^	53^	56^
SUPER PASSWORD								A	3.3	12	296	56^	99^	72^	94^	701	145	270	226	265	245	392	284	150	54^	89^	72^	97^	56^	53^	100^
MON-FRI 12.00N								B	3.5	13	309	58^	116	94	104	685	142	281	227	271	260	360	286	133	65^	98	79^	85	81^	56^	111
159 73 QG 235								C	3.4	13	299	66^	117	87	84^	757	153	298	240	288	292	411	321	167	32^	50^	40^	57^	61^	60^	58^
HEEL OF FORTUNE								A	4.8	20	427	46^	122	78^	61^	787	140	265	225	275	319	472	302	158	45^	47^	47^	71^	78	55^	95
MON-FRI 11.00A								B	4.9	20	435	55^	135	98	72	767	146	276	228	283	320	436	309	161	42^	47^	42^	74	74	53^	96
206 98 NBC QG 236								C	5.3	22	466	63	155	109	71	810	158	301	245	307	328	448	344	179	22^	28^	25^	46^	56	59	44^
IN, LOSE OR DRAW								A	4.2	17	369	65^	116	81^	112	723	198	334	278	310	284	357	239	88^	74^	100	94	112	92	87^	116
MON-FRI 11.30A								B	4.5	17	397	75	138	109	130	690	176	333	262	301	304	318	259	92	77	121	93	101	105	79	128
184 88 NBC QG 248								C	4.2	17	372	86	161	128	106	770	198	369	293	345	332	349	303	122	38^	57^	46^	62^	80	79	63^
OUNG AND THE RESTLESS								A	7.7	27	682	94	165	145	148	828	280	421	308	347	300	368	235	111	31^	57	52	63	76	64	75
MON-FRI 12.30P								B	8.1	28	716	93	171	142	142	820	257	418	314	361	333	355	247	112	33^	77	54	73	83	65	91
210 99 CBS DD 241								C	7.9	29	703	107	187	154	129	862	268	447	339	386	352	367	272	122	21^	40	32^	52	68	71	49
12.30 - 1.00								A	7.4	27	659	92	161	143	146	825	273	417	305	343	300	371	241	114	32^	53	51	69	69	66	72
1.00 - 1.30								A	7.9	27	702	96	169	147	151	834	288	427	313	353	301	367	230	108	29^	61	53	58	83	63	79

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C						KEY	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0.000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
									TOT. PERS. (2+)	WOMEN		MEN		T E E N S					C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
										15- 24	18 TOTAL	15- 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	

CONT'D

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

48 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD 0.000	TOT. PERS. (2+)	WOMEN		MEN		T E E N S					C H I L D R E N										
										15- 24	18- 49	15- 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	TOT.	
#STNS	CVG%	TYPE												12- 17	12- 17	12- 17	12- 14	15- 17	2- 11	2- 11	2- 11	2- 5	6- 11	6- 11	6- 11	6- 8	9- 11		
WEEKEND DAYTIME CHILDREN CONT'D																													
HELLO KITTY-CONT'D																													
SAT	8.00A	30	CBS	9	B	1.7	14	148	1269	69^	355	255	64^	271	75^	33v	42v	62^	13v	568	288	280	236	332	168^	164^	203	129^	
	201	96	CA	50	C	2.0	14	178	1287	58^	304	208	45^	249	78^	44^	35v	51^	27v	656	330	325	229	426	220	206	258	169	
I M TELLING																													
SAT	12.30P	30	NBC	8	A	2.0	7	177	1466	161^	409	354^	44v	169^	267^	120^	148^	160^	108^	620	324^	296^	243^	377	201^	176^	203^	174^	
	147	74	CL	46	B	2.0	8	182	1513	131^	429	316	100^	239	250	100^	150^	146^	104^	595	324	271	237	358	192	166	176	182	
					C	2.4	8	213	1495	141	423	312	101^	243	257	98^	159	164	93^	573	285	288	215	358	178	180	174	184	
LITTLE WIZARDS																													
SAT	8.00A	30	ABC	7	A	1.1	9	97	1393	51v	442^	283^	91v	363^	138v	102v	36v	112v	26v	450^	215^	235^	162v	288^	131v	157v	237^	51v	
	201	98	CA	7	B	1.3	10	113	1307	78^	351	272^	74v	282^	134^	84^	49v	89^	45v	540	293^	247^	263^	277^	139^	138^	169^	108^	
					C	1.3	10	113	1307	78^	351	272^	74v	282^	134^	84^	49v	89^	45v	540	293^	247^	263^	277^	139^	138^	169^	108^	
MIGHTY MOUSE																													
SAT	10.30A	30	CBS	9	A	3.4	13	301	1315	128^	339	265	63^	210^	92^	47v	45v	56^	36v	674	345	329	302	373	153^	220	224	149^	
	200	96	CA	47	B	3.7	14	326	1421	96	340	275	61^	203	97	52^	46^	57^	40^	780	378	402	372	408	194	215	261	147	
					C	4.0	14	357	1476	92	337	264	62^	232	124	68^	56^	80	44^	783	411	372	378	405	212	193	250	155	
MUPPET BABIES I																													
SAT	8.30A	30	CBS	9	A	2.7	17	239	1259	62v	215^	165^	38v	167^	80^	45v	35v	52v	28v	796	449	347	334	462	241^	221^	253^	209^	
	206	97	CA	50	B	2.5	16	221	1302	65^	271	208	54^	211	102^	52^	50^	81^	21v	718	371	347	300	418	212	206	249	169	
					C	3.4	18	297	1357	54^	257	188	37^	187	97	54^	43^	70^	27^	817	430	387	295	522	282	240	312	210	
MUPPET BABIES II																													
					A	3.4	18	301	1325	63^	229	173^	42v	140^	72^	32v	39v	49v	22v	885	508	377	397	487	272	215	286	201^	
SAT 9.00A 206 97 96 CA 50																													
					B	3.5	18	309	1334	58^	258	201	42^	167	103	53^	50^	79^	24v	807	417	390	336	471	242	229	273	197	
					C	4.3	19	384	1410	56^	256	193	39^	173	103	54^	49^	73	30^	879	457	422	343	535	282	254	321	214	
MUPPET BABIES III																													
SAT	9.30A	30	CBS	9	A	3.9	17	346	1392	80^	263	218	48^	175^	95^	46v	50^	84^	11v	859	487	372	364	495	271	224	275	220	
	203	97	CA	50	B	4.2	19	372	1380	60^	268	215	50^	167	111	56^	55^	84	27^	834	410	424	360	474	232	242	275	199	
					C	4.9	19	431	1446	62	265	208	44^	175	113	60	53^	79	34^	893	464	429	365	528	276	252	316	212	
MY PET MONSTER																													
SAT	9.00A	30	ABC	9	A	2.5	13	222	1390	60v	268^	194^	91^	270^	89^	67v	23v	59v	31v	764	386	378	328	436	219^	217^	299	137^	
	205	98	CA	49	B	2.8	15	251	1347	90^	274	214	71^	217	125	72^	53^	71^	54^	731	374	357	317	414	211	204	243	171	
					C	3.3	15	295	1417	73^	270	220	56^	191	152	76^	76^	104	48^	804	415	389	315	489	262	227	256	233	
NEW ARCHIES																													
SAT	11.30A	30	NBC	8	A	3.1	11	275	1449	141^	403	316	59v	168^	231^	130^	101^	137^	94^	647	289	358	204^	442	205^	237	177^	266	
	185	93	CA	48	B	3.4	13	301	1470	159	380	308	96	138	227	98	129	128	99	665	329	336	269	396	189	207	192	204	
					C	4.2	15	368	1494	169	372	307	95	204	263	111	152	155	108	655	311	345	283	373	179	194	182	191	
PEE WEE'S PLAYHOUSE																													
SAT	10.00A	30	CBS	9	A	4.8	19	425	1411	88^	276	222	50^	178	100^	48^	53^	70^	30v	857	429	428	399	457	195	262	242	215	
	209	99	CL	50	B	4.9	20	438	1440	80	299	246	51^	187	103	41^	62^	71	32^	851	393	457	395	456	203	253	277	178	
					C	5.7	21	509	1494	84	302	245	49^	210	118	49^	69	79	39^	864	427	438	392	472	226	246	289	183	
POPEYE & SON																													
SAT	11.00A	30	CBS	9	A	3.6	13	319	1368	94^	285	185^	109^	233	121^	69^	52v	56^	64^	729	412	317	263	466	235	231	263	203	
	195	95	CA	47	B	3.9	15	343	1487	101	344	263	70^	197	162	81^	82^	108	54^	784	407	377	320	465	242	222	266	199	
					C	3.9	14	343	1522	107	339	259	75	222	187	94	93	121	67^	774	422	352	335	439	241	198	234	205	
REAL GHOSTBUSTERS I																													
SAT	10.00A	30	ABC	9	A	3.3	13	292	1423	100^	243	211^	73^	231	145^	90^	55v	78^	67^	805	447	357	352	453	268	185^	280	172^	
	190	83	CA	29	B	4.1	17	365	1414	115	303	248	84	229	181	106	75^	112											

50 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
													TOT. PERS.	WOMEN		MEN		TEEN S					CHILDREN								
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000		15- (2+)	18- TOTAL	15- TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	
#STNS	CVG%	TYPE	T/C			%	%			24	49	24	17	17	17	14	17	11	11	11	5	11	11	11	8	9-	11				
WEEKEND DAYTIME CHILDREN CONT'D																															
REAL GHOSTBUSTERS I [-CONT'D																															
SAT	10.30A	30	ABC	9	B	4.7	18	412	1469	124	303	249	99	259	201	117	84	125	75	706	413	293	299	407	242	165	229	178			
	191	85	CA	29	C	4.9	18	437	1488	123	323	263	107	260	219	121	98	133	86	685	414	271	289	396	250	146	219	177			
SMURFS I																															
SAT	8.30A	30	NBC	8	A	2.8	17	248	1369	138^	393	330	48^	224^	119^	72^	47^	66^	53^	633	340	293	250^	383	219^	164^	212^	170^			
	205	99	CA	50	B	3.0	19	266	1334	92^	397	319	67^	239	117	56^	62^	68^	49^	580	315	265	248	332	182	150	189	143			
					C	4.1	22	360	1365	81	335	272	56^	209	149	73	76	99	50^	671	362	309	268	403	222	181	215	188			
SMURFS II																															
SAT	9.00A	30	NBC	8	A	3.5	18	310	1482	138^	441	366	45^	238	132^	84^	47^	92^	40^	671	386	285	278	393	236	158^	245	148^			
	205	99	CA	50	B	3.8	20	340	1366	127	414	342	71^	238	129	61^	69^	80^	49^	584	306	278	264	320	172	148	184	136			
					C	5.2	23	458	1386	107	360	295	64	224	159	73	86	104	55^	643	342	301	271	372	205	167	202	170			
SMURFS III																															
SAT	9.30A	30	NBC	8	A	4.5	19	399	1484	143^	473	390	65^	236	142^	85^	57^	91^	52^	633	330	303	285	347	185	162	194	153^			
	205	99	CA	50	B	4.6	21	408	1360	136	413	348	73	215	142	64^	79	87	55^	590	297	293	277	313	159	155	173	140			
					C	5.9	23	520	1420	124	370	310	73	222	180	81	99	115	65	647	331	316	272	376	197	178	200	176			
TEEN WOLF																															
SAT	12.00N	30	CBS	9	A	3.5	13	310	1532	125^	338	273	122^	273	182^	116^	66^	113^	69^	739	449	290	259	479	273	206	269	211			
	170	85	CA	32	B	3.6	14	322	1491	130	340	266	96	238	220	110	109	140	80^	693	385	308	249	443	246	197	239	205			
					C	3.2	11	287	1538	145	368	282	101	254	233	117	116	139	94	682	365	317	274	408	226	181	205	203			

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52 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			T E E N S		CHD																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
											AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS	ING WOM.	W O M E N				M E N										TOT.	MALE	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
DAY	TIME	DUR	NET	NO. OF	T/C	#STNS	CVG%	TYPE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

54 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						TEENS TOT. MALE	CHD TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING		W O M E N				M E N										TOT. 12- 12- 17	TOT. 2- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
									(2+)	18+	TOTAL	18-	21+	54	TOTAL	18	18	18-	21+	49	54	49	54	64			55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
WEEKEND DAYTIME SPORTS CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

56 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING WOM. (2+) 18+	W O M E N				M E N										T E E N S		CHD TOT.														
									18-		25-	18-	18-	18-	21-	21-	25-	25-	35-	12-	12-																		
																						TOTAL	49	21+		54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17
WEEKEND DAYTIME SPORTS CONT'D										A	6.6	15	585	1433	152	560	191	558	169	780	38^	166	341	760	320	372	302	354	377	388	41^	26^	51^						
WORLD SERIES GOLF-NEC-SU-CONT'D										A	10.8	24	957	1490	179	632	191	632	197	776	47^	152	310	755	289	352	263	326	356	403	24^	14^	58^						

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 22-28, 1988

PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								TEENS
					KEY				TOT. WORK-PERS		W O M E N										M E N										TOT. 12-17					
DAY	TIME	DUR	NET	NO. OF		AVG. AUD.	SH %	AVG. AUD. 0,000	(2+)	18+	TOTAL	18	18-	25	25-	35-	TOTAL	18-	18	21+	25-	25	35	35+												
#STNS	CVG%	TYPE	T/C		%	%					34	49	21+	49	54	64	55+	TOTAL	34	49	21+	49	49	54	64	55+	17									
WEEKEND DAYTIME OTHER																																				
BUSINESS WORLD SUN	12.30P 132	30	ABC N	9 42	A	1.3	5	115	1372	243^	601	90^	258^	601	255^	301^	358^	297^	545^	152^	298^	520^	273^	273^	334^	220^	185^	153^								
					B	1.3	5	112	1306	201^	604	120^	233^	588	203^	259	286	315	586	177^	287	570	271	244^	314	264	229^	69^								
					C	1.2	4	108	1306	189^	593	123^	248	584	220^	259	276	307	605	160^	296	592	283	258	327	294	240	37								
FACE THE NATION SUN	10.30A 148	30	CBS CC	9 49	A	2.2	8	195	1242	182^	632	165^	254^	603	193^	224^	211^	348	551	83^	272^	551	272^	269^	335	313^	213^	<<								
					B	2.4	10	217	1287	196	624	126^	228	613	190	234	273	351	563	148	253	554	244	225	272	249	263	35^								
					C	2.4	8	211	1306	209	650	106^	221	641	191	233	288	387	572	133	257	561	246	223	266	247	272	26^								
MEET THE PRESS SUN	9.30A 164	30	NBC CC	8 47	A	2.2	9	195	1329	231^	649	114^	262^	641	239^	277^	296^	349	587	180^	313^	572	298^	278^	328	264^	224^	12^								
					B	2.3	10	206	1315	216	636	141	262	620	222	255	266	341	554	140	248	541	234	212	254	259	265	40^								
					C	2.2	8	191	1321	196	647	134	234	635	200	244	256	369	548	146	254	534	239	216	267	248	243	41^								
SUNDAY MORNING SUN	9.00A 183	90 96	CBS N	9 49	A	3.8	17	337	1256	232	670	96^	207	663	193	266	297	390	527	85^	213	526	213	195	237	261	272	16^								
					B	3.7	17	325	1305	236	685	113	261	679	232	293	334	364	541	119	243	537	239	222	274	281	246	23^								
					C	3.9	16	342	1319	227	671	109	247	666	221	275	321	371	561	119	260	555	255	234	283	291	251	20^								
					A	3.3	17	292	1213	227	657	76^	160^	651	152^	235	313	413	506	76^	179^	506	178^	158^	198^	252	289	18^								
					A	4.0	17	354	1267	230	675	95^	207	668	200	276	294	392	529	94^	222	527	220	203	237	258	273	13^								
SUNDAY TODAY					A	4.2	17	372	1248	233	660	111^	240	652	215	276	280	360	528	82^	228	528	228	213	262	265	251	17^								
																													44^							
SUN	8.00A 128	90 89	NBC N	9 49	B	1.8	12	158	1223	234	632	125^	309	619	280	312	338	291	499	114^	274	488	263	245	272	289	198	31^								
					C	1.8	10	163	1244	209	592	139^	262	579	227	272	277	286	528	158	292	519	284	248	295	268	188	36^								
					A	1.9	15	168	1152	202^	588	107^	256^	588	223^	260^	327^	296^	499	94^	295^	479	274^	270^	293^	345^	182^	43^								
					A	2.2	14	195	1185	220^	601	82^	250^	601	219^	291^	357	280^	517	103^	301^	498	282^	274^	288^	339	202^	39^								
					A	2.0	10	177	1344	267^	733	158^	374	733	325^	367	367	317^	510	166^	316^	489	295^	277^	290^	260^	180^	47^								
THIS WEEK-DAVID BRINKLEY SUN	11.30A 201	60 98	ABC N	9 42	A	3.7	13	328	1291	130^	650	61^	139^	649	123^	173^	265	461	543	115^	209	536	202	173^	215	210	291	33^								
					B	3.3	12	291	1319	138	643	79^	164	629	139	182	224	436	592	122	223	587	217	196	239	230	326	33^								
					C	3.2	11	284	1335	149	664	80^	176	653	150	186	257	453	581	118	245	571	235	214	259	241	291	35^								
					A	3.4	12	301	1292	143^	670	71^	147^	670	127^	178^	265	472	520	127^	207^	507	193^	159^	204^	188^	268	34^								
					A	3.9	14	346	1323	123^	648	53^	136^	648	123^	173^	272	463	576	108^	216	575	215	190	231	234	319	32^								

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	50.2	50.9	51.1	52.6	53.1	54.8	56.3	56.2	59.3	60.2	60.8	60.7	59.6	58.3	56.5	54.1

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ABC NFL PRE-SEASON FTBALL CHICAGO VS DALLAS (8:00-11:09)(PAE)																
11,700																
13.2	9.9 *				12.3 *			14.2 *		13.6 *		14.5 *		14.7 *		
23	19 *				22 *			24 *		23 *		25 *		26 *		
9.5	10.3	12.0			12.6	13.9		14.5	14.3	13.0	14.1	14.8	14.6	14.8		

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NEWHART (R)	CAVANAUGHS	KATE & ALLIE (R)	DESIGNING WOMEN (R)(PAE)	MAGNUM, P.I. (R)			
7,530	7,090	9,920	10,280	9,750			
8.5	8.0	11.2	11.6	11.0	10.9 *		11.0 *
16	14	19	19	19	18 *		20 *
8.3	8.7	10.7	11.6	11.3	11.9	10.9	11.0

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ALF (R)	HOGAN FAMILY (R)	NBC MONDAY NIGHT MOVIES DRESS GRAY, PT. 2 (R)					
12,230	12,050	9,920					
13.8	13.6	11.2	10.6 *		11.0 *	11.6 *	11.8 *
26	24	19	18 *		18 *	20 *	21 *
12.9	14.8	13.3	13.8	10.6	10.5	11.0	11.4

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	13.0	13.3	12.2	13.6	14.0	14.8	13.1	11.5
SHARE AUDIENCE %	26	26	23	24	23	24	22	21

SUPERSTATIONS

AVERAGE AUDIENCE	3.4	3.3	2.8	3.1	3.2	3.4	3.1	2.8
SHARE AUDIENCE %	7	6	5	5	5	6	5	5

PBS

AVERAGE AUDIENCE	1.5	1.9	2.3	2.8	2.7	2.8	2.5	2.2
SHARE AUDIENCE %	3	4	4	5	5	5	4	4

CABLE ORIG.

AVERAGE AUDIENCE	5.7	5.6	5.8	7.3	7.3	7.8	8.3	6.4
SHARE AUDIENCE %	11	11	11	13	12	13	14	12

PAY SERVICES

AVERAGE AUDIENCE	2.3	2.7	3.0	3.3	3.7	3.4	3.0	3.5
SHARE AUDIENCE %	5	5	6	6	6	6	5	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	50.4	51.5	52.5	54.3	53.7	55.6	56.6	58.2	58.3	58.6	59.1	58.1	55.0	54.1	52.3	49.9

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

WHO'S THE BOSS? (R)	FULL HOUSE- TUE. (R)	MOONLIGHTING (R)(PAE)	THIRTYSOMETHING (R)
12,320	11,870	8,060	9,210
13.9	13.4	9.1	10.4
25	23	16	20
13.1	14.7	13.1	10.4
		13.7	10.7
		9.3	10.5
		8.6	
		8.9	
		9.4	
		9.8	
		10.1	
		19	
		10.6	
		21	
		10.5	

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

CBS TUESDAY MOVIE ALICE IN WONDERLAND, PT. 1 (R)(PAE)	CBS SUMMER PLAYHOUSE MAD AVENUE
8,590	4,870
9.7	10.5
8.2	5.5
15	18
17	10
7.9	6.3
8.5	5.3
9.4	5.1
9.2	5.5
10.5	
10.8	
11.0	
10.0	
5.8	
11	
5.3	
5.1	
5.5	

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

MATLOCK (R)	IN THE HEAT OF THE NIGHT (R)	SUMMER SHOWCASE
12,320	12,490	8,510
13.9	14.1	14.3
13.1	14.0	9.6
25	24	18
12.8	14.4	11.0
13.4	14.5	9.7
14.4	14.0	9.0
14.8	14.0	8.9
13.6	14.0	8.9
14.0	14.0	
14.5	14.0	
14.0	14.0	
11.0	14.0	
9.7	14.0	
9.0	14.0	
8.9	14.0	

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	14.0	13.3	11.5	11.9	14.5	13.9	14.2	14.3
SHARE AUDIENCE %	28	25	21	21	25	24	26	28

SUPERSTATIONS

AVERAGE AUDIENCE	3.8	4.0	3.3	3.3	5.0	5.0	4.1	4.0
SHARE AUDIENCE %	7	7	6	6	9	9	8	8

PBS

AVERAGE AUDIENCE	1.6	2.2	2.6	2.9	2.9	3.2	2.5	2.2
SHARE AUDIENCE %	3	4	5	5	5	5	5	4

CABLE ORIG.

AVERAGE AUDIENCE	5.2	6.2	6.4	7.0	7.4	7.3	7.9	7.3
SHARE AUDIENCE %	10	12	12	12	13	12	14	14

PAY SERVICES

AVERAGE AUDIENCE	2.7	2.6	2.9	3.1	4.7	5.2	6.6	5.0
SHARE AUDIENCE %	5	5	5	5	8	9	12	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	48.2	49.6	50.5	51.7	52.2	53.6	55.0	56.6	57.0	57.9	58.7	58.6	56.9	56.3	55.3	53.7

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

GROWING PAINS (R)	HEAD OF THE CLASS (R)	CHINA BEACH (R)(PAE)
11,160	11,960	10,280
12.6	13.5	11.6
24	24	20
11.9	13.3	11.4
		11.7
		11.8
		11.8
		11.4
		11.0
		11.8
		11.7

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

CBS SPEC. MOVIE PRSNT ALICE IN WONDERLAND, PT. 2 (R)(PAE)	WISEGUY (R)
9,390	6,730
10.6	7.6
19	18
9.5	7.4
	7.4
	7.6
	7.7
	14
	7.9

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

FUNNY PEOPLE	NBC MOVIE OF THE WEEK-WED CONVICTED: A MOTHER'S STORY (R)
6,820	10,370
7.7	11.7
14	21
7.5	8.8
	9.3
	10.7
	11.3
	11.9
	12.8
	13.1
	13.5
	13.1

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.8	13.7	13.6	13.1	13.6	14.0	12.9	11.6
28	27	26	23	24	24	23	21

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.0	3.3	3.4	3.0	4.3	4.8	3.6	3.1
6	6	6	5	7	8	6	6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4	2.3	2.7	2.7	2.8	2.9	2.8	2.4
3	5	5	5	5	5	5	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.2	5.8	6.7	7.3	7.8	7.6	7.8	7.0
11	11	13	13	14	13	14	13

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2	2.6	3.1	3.9	4.8	4.2	4.4	4.1
4	5	6	7	8	7	8	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	47.5	48.6	48.9	50.5	50.6	52.8	53.6	55.3	55.6	56.4	56.8	56.9	55.2	54.7	53.4	50.8		

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← GEORGE STEVENS: FILMMAKER (PAE) → HOTHOUSE →

3,720													3,900					
4.2	4.4 *			4.0 *			4.2 *			4.0 *	4.4 *		4.3 *			4.6 *		
8	9 *			7 *			8 *			7 *	8 *		8 *			9 *		
4.8	4.1	4.0		4.1	4.2		4.1	4.2		3.9	4.1		4.5	4.3		4.8		

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← 48 HOURS SHOWDOWN AT CHEYENNE → CAGNEY & LACEY (9:00-10:54)(R)(PAE) →

6,820						7,180												
7.7	7.4 *			8.0 *	8.1 *	6.8 *			7.4 *			8.9 *				9.6 *		
14	14 *			15 *	15 *	12 *			13 *			16 *				18 *		
7.3	7.4	8.1		7.9	6.7	6.9	7.3		7.4	8.7		9.1	9.8			9.3		

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

BILL COSBY SHOW (R) A DIFFERENT WORLD (R) CHEERS (R) NIGHT COURT (R) ← L.A. LAW (R) →

17,010		17,010		16,210		16,130		12,760										
19.2		19.2		18.3		18.2		14.4	14.7 *			14.0 *						
37		35		33		32		27	27 *			27 *				27 *		
17.5	20.9	19.0	19.4	17.8	18.8	18.1	18.3	14.8	14.5	14.3		13.8						

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.7	11.4	10.3	11.3	12.3	12.5	10.9	10.0
26	23	20	21	22	22	20	19

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.9	2.7	2.2	2.5	3.2	3.3	2.6	2.1
6	5	4	5	6	6	5	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6	2.3	2.7	2.9	2.9	2.9	2.9	2.8
3	5	5	5	5	5	5	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.4	6.9	7.7	8.8	9.6	9.6	10.4	9.7
13	14	15	16	17	17	19	19

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	1.9	2.0	2.2	3.4	4.0	4.5	3.5
3	4	4	4	6	7	8	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	42.4	43.0	42.8	44.3	44.6	46.0	46.8	48.3	49.6	50.6	51.0	51.5	52.2	52.2	50.9	49.9

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

PERFECT STRANGERS (R)	FULL HOUSE (R)	MR. BELVEDERE (R)	<div style="border: 1px solid black; padding: 2px;">DOODLES (PAE)</div>	<div style="text-align: right;">←—————20/20————→</div>		
8,240	9,210	8,680	7,090	9,300		
9.3	10.4	9.8	8.0	10.5	10.7 *	10.2
21	22	20	16	20	20 *	20
9.0 9.7	10.1 10.7	9.8 9.9	8.0 7.9	10.5	11.0 10.6	9.7

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

BEAUTY & THE BEAST (R)				CBS FRIDAY MOVIE THE LEGEND OF BILLIE JEAN (PAE)			
6,290			8,770				
7.1	6.9	*	7.3	* 9.9	8.9	*	9.8
15	15	*	15	* 19	18	*	19
6.9	6.9	7.1	7.5	8.8	9.1	9.7	9.9
							10.2
							10.4
							10.5
							10.3
							20
							10.2

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← BLACKIE'S MAGIC (R) →

NFL PRE-SEASON FTBL-NBC-FR NEW YORK GIANTS VS CLEVELAND (9:00-12:12) (P&E)											
4,610				6,290							
5.2	5.0 *		5.4	* 7.1	5.8 *		6.9 *		7.6 *		7.6
11	11 *		12	* 15	12 *		14 *		15 *		15
4.9	5.1	5.4	5.4	5.5	6.1	6.8	7.1	7.5	7.8	7.4	7.7

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	10.3	11.0	11.1	11.4	10.9	11.2	10.1	9.5
SHARE AUDIENCE %	24	25	25	24	22	22	19	19

SUPERSTATIONS

AVERAGE AUDIENCE	2.0	2.4	2.8	3.1	2.8	2.7	2.1	1.7
SHARE AUDIENCE %	5	6	6	7	6	5	4	3

PAS

	1.4	1.9	2.4	2.0	2.6	2.7	2.0	1.9
AVERAGE AUDIENCE SHARE AUDIENCE %	3	4	5	4	5	5	4	4

CABLE ORIG.

AVERAGE AUDIENCE	5.1	5.6	6.0	6.1	6.7	7.2	6.8	6.4
SHARE AUDIENCE %	12	13	13	13	13	14	13	13

PAY SERVICES

AVERAGE AUDIENCE SHARE AUDIENCE %	1.6 4	2.4 6	3.0 7	3.5 7	4.4 9	4.8 9	5.1 10	4.9 10
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U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	39.4	40.2	41.4	42.6	44.6	46.4	47.7	49.5	50.9	52.5	52.4	52.9	52.4	52.5	51.8	50.6	47.7	44.6

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← SUPERCARRIER (R) →				AFTER MIDNIGHT (PAE)				← SPENSER; FOR HIRE →			
4,520				3,720				5,670			
5.1	4.8 *			5.5 *	4.2	4.2 *		4.1 *	6.4	5.9 *	6.8 *
11	11 *			11 *	8	8 *		8 *	12	11 *	13 *
4.8	4.8	5.2	5.7	4.6	3.9	4.1	4.1	5.6	6.2	6.6	7.0

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FIRST IMPRESSIONS		FRANK'S PLACE (R)		← TOUR OF DUTY (R)(PAE) →		← WEST 57TH →	
4,430		3,810		5,580		4,960	
5.0		4.3		6.3	5.7 *	6.8 *	5.3 *
11		9		12	11 *	13	10 *
5.1	4.8	4.2	4.3	5.5	6.0	6.8	5.4

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← FACTS OF LIFE (R) →			GOLDEN GIRLS (R)		AMEN (R)	← HUNTER →	
10,900			14,620		13,200	12,850	
12.3	11.2 *		13.4 *	16.5	14.9	14.5	14.8 *
26	25 *		28 *	32	28	28	29 *
10.3	12.1	12.8	14.0	15.7	17.3	14.8	14.8

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	10.8	11.6	12.2	13.1	12.8	13.2	12.5	11.9	10.9
SHARE AUDIENCE %	27	28	27	27	25	25	24	23	24

SUPERSTATIONS

AVERAGE AUDIENCE	3.0	3.5	3.0	3.1	3.3	3.5	2.8	2.8	3.0
SHARE AUDIENCE %	8	8	7	6	6	7	5	5	7

PBS

AVERAGE AUDIENCE	2.6	2.5	3.0	3.4	2.5	3.1	2.5	2.3	2.1
SHARE AUDIENCE %	7	6	7	7	5	6	5	4	5

CABLE ORIG.

AVERAGE AUDIENCE	7.0	7.0	7.0	7.1	6.0	6.3	5.9	5.8	5.5
SHARE AUDIENCE %	18	17	15	15	12	12	11	11	12

PAY SERVICES

AVERAGE AUDIENCE	2.6	3.1	3.2	3.4	5.3	6.0	6.7	5.6	3.9
SHARE AUDIENCE %	7	7	7	7	10	11	13	11	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	40.5	37.4	33.2	30.9	27.7	25.2	22.3	20.0	17.2	15.6	14.1	12.9	11.6	10.6

(1)

ABC TV

AVERAGE AUDIENCE	{	1,950
(Hhds (000) & %)	{	2.2
SHARE AUDIENCE	%	6
AVG. AUD. BY 1/4 HR	%	2.2

CBS TV

AVERAGE AUDIENCE	{	
(Hhds (000) & %)	{	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

← SATURDAY NIGHT (11:30-12:50) (PAE) → (PAE)

AVERAGE AUDIENCE	{	6,290				
(Hhds (000) & %)	{	7.1	8.5 *		7.0 *	
SHARE AUDIENCE	%	21	22 *		22 *	
AVG. AUD. BY 1/4 HR	%	8.8	8.2	7.2	6.7	5.5

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	9.8	7.3	6.4	5.1	3.9	3.4	2.9
SHARE AUDIENCE %	25	23	24	24	24	25	26

SUPERSTATIONS

AVERAGE AUDIENCE	2.8	1.9	1.7	1.4	1.0	0.8	0.6 ^
SHARE AUDIENCE %	7	6	6	7	6	6	5 ^

PBS

AVERAGE AUDIENCE	1.6	1.3	1.0	0.7 ^	0.5 ^	0.3 ^	0.3 ^
SHARE AUDIENCE %	4	4	4	3 ^	3 ^	2 ^	3 ^

CABLE ORIG.

AVERAGE AUDIENCE	5.1	4.0	3.4	3.0	2.5	2.1	1.9
SHARE AUDIENCE %	13	12	13	14	15	16	17

PAY SERVICES

AVERAGE AUDIENCE	4.5	4.3	3.6	3.2	2.3	2.3	2.1
SHARE AUDIENCE %	12	13	14	15	14	17	19

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	48.5	50.8	52.1	54.2	56.2	58.0	59.1	60.3	61.2	61.7	61.8	61.8	62.0	61.3	60.1	57.3	51.8	44.8

ABC TV

← DISNEY SUNDAY MOVIE → ← MACGYVER → ← ABC SUNDAY NIGHT MOVIE →
 DOWN THE LONG HILLS, PT. 2 (R) (R) THE RIGHT STUFF, PT. 1 (R)(PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{ 6,560				6,470				6,110								
	7.4	7.4 *		7.4 *	7.3	6.7 *		7.8 *	6.9	7.1 *		6.8 *		6.5 *		7.1 *	
SHARE AUDIENCE %	14	15 *		14 *	12	12 *		13	11	12 *		11 *		11 *		12 *	
AVG. AUD. BY 1/4 HR	7.3	7.4	7.4	7.4	6.6	6.8	7.5	8.2	6.6	7.6	7.0	6.6	6.4	6.6	6.8	7.4	

CBS TV

← 60 MINUTES → ← MURDER, SHE WROTE → ← CBS SUNDAY MOVIE → CBS SUNDAY NEWS (PAE)
 (7:09-8:09)(PAE) (8:09-9:09)(R)(PAE) BLOOD & ORCHIDS, PT. 1 (9:09-11:09)(R)(PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{ 15,680				15,420				12,050								2,660
SHARE AUDIENCE %	17.7	15.5 *		18.4 *	17.4	16.7 *		17.6 *	13.6	13.2 *		13.1 *		13.4 *		14.1 *	3.0
AVG. AUD. BY 1/4 HR	34	31 *		35 *	29	29 *		29	22	21 *		21 *		22 *		24 *	6
	13.7	16.3	17.9	19.0	16.9	16.7	17.1	18.0	13.6	13.0	12.9	13.2	13.2	13.6	13.7	14.4	3.0

NBC TV

← RAGS TO RICHES → ← FAMILY TIES → ← MY TWO DADS → ← NBC SUNDAY NIGHT MOVIE →
 (R) (R) (R) POLICE ACADEMY 2: THEIR FIRST ASSIGNMENT (R)

AVERAGE AUDIENCE (Hhds (000) & %)	{ 6,290				9,300		9,390		14,620								
SHARE AUDIENCE %	7.1	6.7 *		7.5 *	10.5		10.6		16.5	15.6 *		17.2 *		17.4 *		15.9 *	
AVG. AUD. BY 1/4 HR	14	14 *		14 *	18		18		27	25 *		28 *		28 *		27 *	
	6.9	6.6	7.2	7.7	9.4	11.5	10.4	10.8	14.4	16.7	17.2	17.1	17.6	17.2	16.8	15.0	

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	12.3		12.5		15.2		17.1		16.6		16.3		16.5		15.0		11.2
SHARE AUDIENCE %	25		24		27		29		27		26		27		26		23

SUPERSTATIONS

AVERAGE AUDIENCE	2.7		2.5		2.3		2.5		1.9		2.2		1.9		1.9		1.9
SHARE AUDIENCE %	5		5		4		4		3		4		3		3		4

PBS

AVERAGE AUDIENCE	2.2		2.0		2.6		2.7		2.5		2.5		2.1		1.7		1.2
SHARE AUDIENCE %	4		4		5		5		4		4		3		3		2

CABLE ORIG.

AVERAGE AUDIENCE	6.3		5.7		5.5		5.3		5.2		5.2		4.7		4.4		3.9
SHARE AUDIENCE %	13		11		10		9		8		8		8		7		8

PAY SERVICES

AVERAGE AUDIENCE	3.6		3.4		3.9		3.7		6.1		6.6		6.7		5.6		3.4
SHARE AUDIENCE %	7		6		7		6		10		11		11		10		7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	36.1	30.6	26.3	24.2	21.4	19.3	16.8	15.1	13.2	11.8	10.4	9.4	8.1	7.5				

(1)

ABC TV

AVERAGE AUDIENCE	{	1,680
(Hhds (000) & %)	{	1.9
SHARE AUDIENCE	%	9
AVG. AUD. BY 1/4 HR	%	1.9

CBS TV

AVERAGE AUDIENCE	{	
(Hhds (000) & %)	{	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

(2) (PAE)

NBC TV

AVERAGE AUDIENCE	{	1,860
(Hhds (000) & %)	{	2.1
SHARE AUDIENCE	%	6
AVG. AUD. BY 1/4 HR	%	2.1

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	6.8	5.3	4.4	3.4	2.4	2.1	1.5
SHARE AUDIENCE %	20	21	22	21	19	21	19

SUPERSTATIONS

AVERAGE AUDIENCE	1.8	1.4	1.2	0.8	0.7 ^	0.6 ^	0.3 ^
SHARE AUDIENCE %	5	6	6	5	6 ^	6 ^	4 ^

PBS

AVERAGE AUDIENCE	1.3	0.8	0.6 ^	0.5 ^	0.3 ^	0.1 v	0.1 v
SHARE AUDIENCE %	4	3	3 ^	3 ^	2 ^	1 v	1 v

CABLE ORIG.

AVERAGE AUDIENCE	3.8	2.5	2.1	1.8	1.7	1.3	1.0
SHARE AUDIENCE %	11	10	10	11	14	13	13

PAY SERVICES

AVERAGE AUDIENCE	2.9	3.3	3.0	3.0	2.9	2.3	2.3
SHARE AUDIENCE %	9	13	15	19	23	23	29

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SUN., ABC, (11:30-11:45)
 (2) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page B

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.1	8.2	9.9	11.6	13.4	14.8	16.1	16.7	18.0	19.4	20.4	21.2	22.3	23.0	23.2	23.6	22.9	23.3

ABC TV

(PAE) (1) (PAE) (2) GOOD MORNING, AMERICA-730 (CO-OP) {PARTICIPATING} (PAE) GOOD MORNING, AMERICA-830 (CO-OP) {PARTICIPATING} (PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	1,050	1,680	2,820	3,100
SHARE AUDIENCE %	%	1.2	1.9	3.2	3.5
AVG. AUD. BY 1/4 HR	%	14	16	19	17
	%	1.2	1.9	3.1	3.2
					3.5
					3.6

CBS TV

CBS MORNING NEWS- 6:30AM CBS THIS MORNING-A (SUS) CBS THIS MORNING-1 CBS THIS MORNING-B (SUS) CBS THIS MORNING-2 FAMILY FEUD

AVERAGE AUDIENCE (Hhds (000) & %)	{	690	1,670	1,770	2,800
SHARE AUDIENCE %	%	0.8	1.9	2.0	3.2
AVG. AUD. BY 1/4 HR	%	9	12	10	14
	%	0.7	0.8	1.9	2.1
				2.0	3.0
					3.3

NBC TV

NBC NEWS AT SUNRISE (PAE) TODAY SHOW-7.30AM (CO-OP) {PARTICIPATING} (PAE) TODAY SHOW-8.30AM (CO-OP) {PARTICIPATING} (PAE) SALE OF THE CENTURY (PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	1,540	3,240	3,370	2,910
SHARE AUDIENCE %	%	1.7	3.7	3.8	3.3
AVG. AUD. BY 1/4 HR	%	22	22	18	14
	%	1.5	1.9	3.7	3.2
				3.8	3.4

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.2	2.1	3.6	4.7	6.0	6.8	6.2	5.8	6.2
SHARE AUDIENCE %	16	19	26	29	32	33	28	25	27

SUPERSTATIONS

AVERAGE AUDIENCE	0.5	0.8	1.2	1.4	1.7	2.0	1.8	1.9	1.6
SHARE AUDIENCE %	7	7	8	9	9	10	8	8	7

FBS

AVERAGE AUDIENCE	0.1	0.1	0.3	0.5	0.9	1.1	1.3	1.4	1.2
SHARE AUDIENCE %	1	1	2	3	5	5	6	6	5

CABLE ORIG.

AVERAGE AUDIENCE	1.3	1.4	1.6	1.9	1.9	2.4	2.8	2.9	2.9
SHARE AUDIENCE %	17	13	11	12	10	12	12	13	12

PAY SERVICES

AVERAGE AUDIENCE	0.6	0.7	0.8	0.9	1.1	1.3	1.4	1.5	1.4
SHARE AUDIENCE %	10	7	6	5	6	6	6	6	6

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WORLD NEWS MORN-615A,ABC,(6:15-8:30)
(2) ABC WORLD NEWS MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	23.4	23.8	23.7	24.3	24.4	25.2	26.8	27.7	28.3	28.9	30.3	31.0	30.4	30.4	29.3	29.9	29.8	30.0

ABC TV

GROWING PAINS
M-F

HOME

RYAN'S HOPE

LOVING

← ALL MY CHILDREN →

← ONE LIFE TO LIVE (PAE) →

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

3,150	2,290	2,070	3,120	6,130	6,470
3.6	2.6	2.3	3.5	6.9	7.3
15	10	9	12	23	24
3.4	3.7	2.7	3.4	6.2	7.3

CBS TV

NEW CARD
SHARKSPRICE IS
RIGHT 1PRICE IS
RIGHT 2
(PAE)← YOUNG AND THE RESTLESS → BOLD AND THE
BEAUTIFUL

← AS THE WORLD TURNS →

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

2,910	4,480	5,690	6,820	4,500	5,370
3.3	5.1	6.4	7.7	5.1	6.1
14	21	26	27	17	20
3.2	3.3	6.2	7.2	5.1	5.9

NBC TV

CLASSIC
CONCENTRATIONWHEEL OF
FORTUNE
(PAE)WIN, LOSE OR
DRAWSUPER PASSWORD
(PAE)

SCRABBLE

← DAYS OF OUR LIVES
(PAE) →← ANOTHER WORLD
(PAE) →

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

3,530	4,270	3,690	2,960	4,040	6,560	4,750
4.0	4.8	4.2	3.3	4.6	7.4	5.4
17	20	17	12	16	24	18
3.8	4.1	4.7	3.2	4.4	6.9	5.5

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.7	5.2	5.4	5.7	6.6	6.3	6.7	6.6	6.8
24	22	22	21	23	21	22	22	23

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	1.8	1.9	1.9	2.4	1.9	1.8	1.7	1.9
8	8	8	7	8	6	6	6	6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2	0.8	0.9	0.9	0.8	0.8	0.8	0.8	0.8
5	4	3	3	3	3	3	3	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.9	3.0	3.0	3.2	3.0	3.3	3.5	3.6	3.5
12	12	12	12	10	11	11	12	12

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5	1.5	1.5	1.6	1.5	1.4	1.3	1.3	1.3
6	6	6	6	5	5	4	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	29.0	29.7	30.0	30.7	30.7	32.2	33.2	34.6	35.5	36.9	38.2	40.0	45.3	46.5	47.3	48.0

ABC TV

← GENERAL HOSPITAL →

ABC WORLD
NEWS TONIGHT

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	6,520															
%	7.4	7.3	*		7.4	*										
%	25	25	*		24	*										
%	7.2	7.4		7.4	7.4											

8,200
9.3
20
9.1 9.3

CBS TV← GUIDING LIGHT
(PAE) →CBS EVENING
NEWS-RATHER

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	4,590															
%	5.2	5.2	*		5.2	*										
%	17	18	*		17	*										
%	5.3	5.2		5.1	5.3											

7,990
9.0
19
9.1 9.0

NBC TV← SANTA BARBARA
(PAE) →NBC NIGHTLY
NEWS

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	4,180															
%	4.7	4.7	*		4.7	*										
%	16	16	*		16	*										
%	4.8	4.7		4.7	4.7											

7,580
8.6
18
8.5 8.8

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	7.6	8.0	8.6	9.2	9.9	10.6	12.4	13.4
SHARE AUDIENCE %	26	26	27	27	27	27	27	28

SUPERSTATIONS

AVERAGE AUDIENCE	2.0	2.2	2.4	2.6	2.3	2.5	2.6	2.9
SHARE AUDIENCE %	7	7	8	8	6	6	6	6

PBS

AVERAGE AUDIENCE	0.7	0.9	0.8	0.9	0.9	1.0	1.3	1.2
SHARE AUDIENCE %	2	3	3	3	2	3	3	3

CABLE ORIG.

AVERAGE AUDIENCE	3.7	4.1	4.1	4.3	4.4	4.7	5.0	5.2
SHARE AUDIENCE %	13	13	13	13	12	12	11	11

PAY SERVICES

AVERAGE AUDIENCE	1.4	1.4	1.5	1.5	1.5	1.6	1.9	2.1
SHARE AUDIENCE %	5	5	5	5	4	4	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.5	7.4	8.4	9.5	11.1	13.0	15.1	17.1	18.4	20.5	22.4	23.9	24.3	25.3	25.9	26.3	26.5	27.0

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

LITTLE WIZARDS	ALL NEW POUND PUPPIES	MY PET MONSTER	FLINTSTONE KIDS	REAL GHOSTBUSTERS I	REAL GHOSTBUSTERS II	BUGS BUNNY/TWEETY SHOW (B)
970	1,770	2,220	2,570	2,920	3,540	3,540
1.1	2.0	2.5	2.9	3.3	4.0	4.0
9	12	13	13	13	15	15
1.0	1.3	1.9	2.2	2.7	3.2	3.5

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES I	MUPPET BABIES II	MUPPET BABIES III	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
1,680	2,390	3,010	3,460	4,250	3,010	3,190
1.9	2.7	3.4	3.9	4.8	3.4	3.6
16	17	18	17	19	13	13
1.7	2.0	2.5	2.9	3.3	3.4	3.8

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
1,950	2,480	3,100	3,990	4,080	4,160	3,190
2.2	2.8	3.5	4.5	4.6	4.7	3.6
18	17	18	19	19	18	13
1.9	2.5	2.7	3.0	3.4	3.6	3.8

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0	2.4	2.8	3.3	3.7	4.8	5.0	5.5	5.9
29	27	23	20	19	21	20	21	22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.8	1.0	1.0	1.2	1.0	1.3	1.2	1.5	1.5
12	11	8	7	5	6	5	6	6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	0.2	0.5	0.7	0.9	1.1	1.1	1.2	1.4
1	2	4	4	5	5	4	5	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6	1.9	2.3	2.9	3.7	4.2	4.1	4.4	4.6
23	21	19	18	19	18	17	17	17

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1	1.2	1.4	1.9	2.3	2.5	2.6	2.9	2.9
16	13	12	12	12	11	10	11	11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.8	27.4	27.0	27.3	27.3	27.7	27.0	27.5	28.2	29.2	29.0	29.4	29.8	30.4	30.9	31.5	32.2	32.5

ABC TV

ABC TV		BUGS BUNNY/TWEETY SHOW II (B)		ANIMAL CRACK- UPS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										</
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ABC NFL PRE SEASON FTBL
PITTSBURGH VS NEW ORLEANS**CBS TV**

		DENNIS THE MENACE		TEEN WOLF		GALAXY HIGH SCHOOL												
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,920 3.3		3,100 3.5		3,010 3.4									2,130 2.4			
SHARE AUDIENCE	%	12		13		12									8	2.5 *		2.4 *
AVG. AUD. BY 1/4 HR	%	3.2	3.5	3.4	3.6	3.3	3.4								2.6	2.4	2.3	2.5

CBS NFL PREVIEW
69TH NFL SEASON**NBC TV**

		NEW ARCHIES		FOOFUR (PAE)		I'M TELLING									(1)	(2)		
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,750 3.1		2,130 2.4		1,770 2.0									2,750 3.1	3,720 4.2		4.0 *
SHARE AUDIENCE	%	11		9		7									10	12		12 *
AVG. AUD. BY 1/4 HR	%	3.1	3.1	2.4	2.4	1.8	2.1								2.1	2.5	2.2	2.5

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	6.1	6.6	7.1	6.9	6.9	7.3	8.1	8.4	8.6
SHARE AUDIENCE %	23	24	26	25	24	25	27	27	27

SUPERSTATIONS

AVERAGE AUDIENCE	1.6	1.8	2.1	2.1	2.0	2.2	2.4	2.1	2.0
SHARE AUDIENCE %	6	7	8	8	7	8	8	7	6

PBS

AVERAGE AUDIENCE	1.5	1.5	1.7	1.7	1.9	2.1	2.0	1.9	2.2
SHARE AUDIENCE %	6	6	6	6	7	7	7	6	7

CABLE ORIG.

AVERAGE AUDIENCE	4.3	4.9	4.9	4.9	5.3	5.8	5.6	6.1	6.6
SHARE AUDIENCE %	16	18	18	18	18	20	19	20	20

PAY SERVICES

AVERAGE AUDIENCE	3.0	2.2	2.5	2.8	2.6	2.0	2.3	2.6	2.7
SHARE AUDIENCE %	11	8	9	10	9	7	8	8	8

U.S. TV HOUSEHOLDS: 88,600,000

(1) NBC MAJOR LEAGUE PRE GAME (PAE), NBC (3:00-3:17)

(2) NBC MAJOR LEAGUE BASEBALL, N.Y. YANKEES VS CALIFORNIA, CHICAGO CUBS VS ATLANTA, (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page 8.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	32.2	33.0	33.8	34.0	33.8	34.1	34.7	36.2	37.4	38.3	38.7	38.8						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	← ABC WIDE WORLD-SPORTS SAT (4:00-6:10) →										ABC WRLD NEWS TONIGHT-SAT						
{	4,610										4,160						
%	5.2	5.5 *		5.4 *		5.1 *		4.9 *			4.7						
%	15	17 *		16 *		15 *		14 *			12						
%	5.3	5.7	5.5	5.2	5.2	4.9	4.8	4.9	5.1		4.9	4.5					

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	← WORLD SERIES GOLF-NEC-SAT →										CBS SAT. NEWS-SCHIEFFER						
{	3,100										5,050						
%	3.5	2.9 *		3.5 *		3.6 *		3.8 *			5.7						
%	10	9 *		10 *		11 *		11 *			14						
%	2.7	3.1	3.4	3.6	3.6	3.5	3.7	4.0			5.8	5.7					

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	← NBC MAJOR LEAGUE BASEBALL NEW YORK YANKEES VS CALIFORNIA CHICAGO CUBS VS ATLANTA (MULTI SEGMENT) (PAC) →										NBC NIGHTLY NEWS-SAT.						
{											5,760						
%		4.4 *		4.1 *		4.4 *		4.5 *			6.5						
%		13		12 *		13 *		13 *			16						
%	4.7	4.2	4.1	4.1	4.4	4.3	4.5	4.5	3.7		6.4	6.6					

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.9		11.3		11.6		13.0		11.7		11.6
30		33		34		37		31		30

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6		3.1		3.6		3.9		3.3		3.3
8		9		11		11		9		9

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5		2.7		2.6		2.6		2.4		2.2
8		8		8		7		6		6

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.3		6.2		6.1		6.0		6.1		5.5
19		18		18		17		16		14

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8		2.6		2.6		3.0		2.9		2.9
9		8		8		8		8		7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	27.9	28.4	28.9	28.9	29.0	29.2	27.9	28.7	30.0	31.6	32.2	32.7	33.0	33.2	33.1	33.4	33.6	34.3

←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 3,280
3.7 3.4 * 3.9 * 1,150
% 13 12 * 14 * 5
% 3.4 3.5 3.8 3.9 1.2 1.4

COCA-COLA: OLYMPIC TRIALS
(3:00-4:30)

3,100
3.5 2.8 * 3.6 *
10 8 * 11 *
2.6 3.0 3.5 3.8

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

10.9 11.0 11.4 10.3 11.7 12.2 12.5 12.7 12.6
39 38 39 36 38 38 38 38 37

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.5 3.9 3.7 3.1 3.8 3.7 3.7 3.9 3.9
12 13 13 11 12 11 11 12 12

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6 1.5 1.6 1.4 1.5 1.4 1.5 1.6 1.5
6 5 5 5 5 4 5 5 4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.4 5.6 6.0 6.2 6.3 5.8 5.1 6.0 6.8
19 19 21 22 20 18 15 18 20

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7 3.9 2.9 3.0 3.3 4.0 4.0 2.8 2.7
13 13 10 11 11 12 12 8 8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	35.7	36.1	36.4	36.5	36.4	36.9	37.4	38.7	41.4	42.7	43.0	44.0						

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

COCA-COLA OLYMPIC
TRIALS
(3:00-4:30)

U.S. AMATEUR GOLF CHAMP.

ABC WRLD NEWS
TONIGHT-SUN

		1,770									5,400						
	4.0	* 2.0		2.1	*		1.9	*		2.1	*						
	11	* 5		6	*		5	*		5	*						
	4.1	3.8	2.3	1.9	2.0	1.8	2.0	2.2			6.0	6.2					

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

WORLD SERIES GOLF-NEC-SUN
(4:00-7:09)(PAE)

4,520																	
5.1	3.5	*		3.5	*		4.3	*		5.6	*		5.8	*		6.6	*
13	10	*		10	*		12	*		15	*		14	*		15	*
3.6	3.5	3.4	3.5	3.7	4.9	5.2	5.9	5.7	5.8	6.3	6.9						

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

SPORTSWORLD

NBC NIGHTLY
NEWS-SUN

4,250																	
4.8	4.4	*		4.8	*		5.3	*			7,620						
13	12	*		13	*		14	*			8.6						
4.0	4.7	4.8	4.9	5.0	5.5				8.8	8.4							

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.7		13.3		12.9		12.3		11.7		12.2	
38		37		35		32		28		28	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.0		3.3		3.3		2.6		2.6		2.4	
11		9		9		7		6		6	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8		2.1		2.3		2.4		1.8		1.7	
5		6		6		6		4		4	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.4		7.9		7.4		7.4		6.9		6.8	
21		22		20		19		16		16	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2		3.7		3.7		4.0		4.3		3.9	
9		10		10		10		10		9	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.